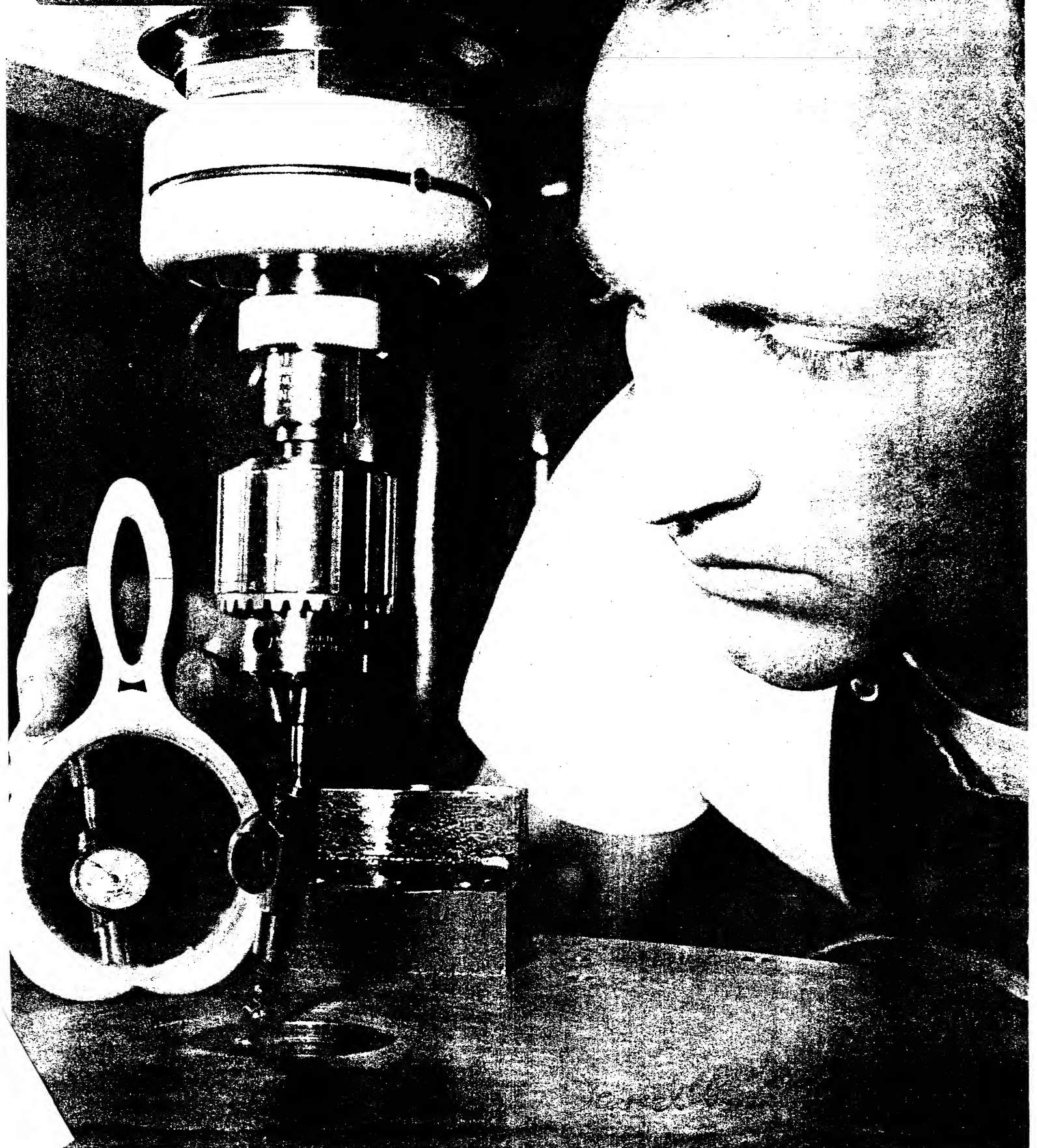


SHEAFFERS *Review*



Glen Davidson Named Merch. Manager

Glen E. Davidson, western sales manager since 1952, was named merchandising manager of the company on January 1.

Glen, a native of Florence, Ala., suc-



ceeds Jack Asthalter who resigned recently. The new merchandising manager joined the company in the sales department in June 1948 following his graduation from Cornell College, Mt. Vernon, Iowa, and worked as a salesman in the Ft. Worth, Texas territory until January, 1951 when he was transferred to the Loop territory in Chicago.

In September, 1952 he was transferred to Ft. Madison as western sales manager, becoming, at the age of 27, one of the company's youngest sales executives.

Visitors From Abroad

Norman Crabtree, governing director of the W. A. Sheaffer Pen Company of England, and John Wise, traveling representative for the International Division in Europe, Africa and the Far East, spent several weeks in Ft. Madison recently conferring with company executives. Both will be returning to their posts abroad later this month.

Stormy Weather

Employees living outside of Ft. Madison were excused early from work recently when the heaviest snowstorm of the year piled up more than six inches of white stuff throughout the southeast corner of the state. The early closing enabled those living in nearby communities to drive home in daylight over the slippery highways.

New Skrip Ballpoint Fluid Is Announced

Development of Skrip ballpoint writing fluid, a new improved smudge-proof formula, has just been announced. It will be available in Sheaffer's new line of Skripriter ballpoints.

The new ballpoint ink, which is permanent, instant drying and smoother flowing than conventional ballpoint fluids, will carry the same name as the pen company's Skrip writing fluid for fountain pens.

"The new Skrip ballpoint writing fluid has superior qualities, such as the ability to write on smoother surfaces than conventional ballpoints without smudging or skipping. We feel these advantages entitle it to the Skrip name previously awarded only to our fountain pen ink," marketing vice president E. F. Buryan said. "Skrip writing fluid, perfected for fountain pens in 1922, quickly won world leadership in ink sales and through the years has retained its leadership. We're confident the new ballpoint ink will have the same consumer acceptance."

A recent consumer survey, conducted by an outside organization, showed the trade-marks "Skrip" and "Snorkel" the most quickly recognized names in the writing field.

"The adoption of the Skrip name to our Skripriter ballpoint and its companion, Skrip ballpoint writing fluid, is another step in our activity in the ballpoint field," Mr. Buryan said. "Later this summer we will utilize the established Skrip packaging colors of yellow and blue to further associate the Skrip advantages with our ballpoint products."

Former Basketball Ace Coaches Women's Team

Gene Vosc (Tool & Die), former basketball star at Perry, Ill., is now showing the girls the fine points of the game as coach of the Sheaffer girls' basketball team.

Approximately 15 women from the plant are busy practicing several nights a week at the clubhouse in preparation for the forthcoming games. Shirley Hughes (Executive), who has been named business manager for the team, has contacted women's teams in nearby communities in Illinois and Iowa to schedule games for the season ahead.

New Ballpoint Fluid For Photo-Copy Work

A new ballpoint ink that reproduces clearly on copies of papers and documents made on modern photo-copying machines using heat, chemical or liquid processing has just been announced by the company.

The new ink, which is now available in the company's Skripriter ballpoint cartridges, overcomes the failure of ordinary inks to show up on copies of original documents.

"The increased use of reproduction and copying machines in modern business offices has created a demand for an ink which will readily reproduce on copies of the original document or letter," F. E. Troy, general sales manager, said. "This is particularly important in copying papers where the signatures of the parties involved are an important part of the document."

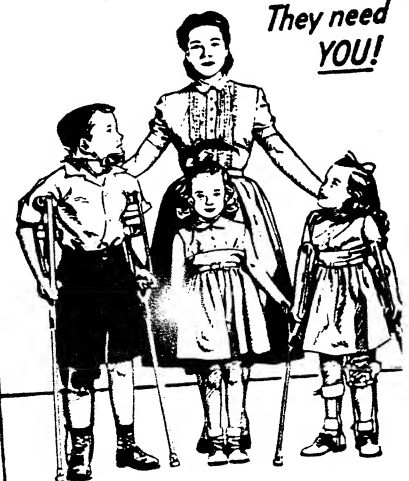
EIGHT EMPLOYEES WILL RETIRE FEBRUARY 28

Eight veteran employees are scheduled to join the ranks of retired Sheaffer workers on February 28.

Heading the list of veteran employees is Leo Golden (Pencil) who has been with the company 32 years. The other retiring employees are Orville G. Barrow (Plastic Fab), Rue Daniels (Occupancy), John Herold (Occupancy), Ola Lightfoot (Plastic Fab), Emm: Mathiasmeier (Service), Frank Worden Sr. (Service) and Paul Thon (M Pleasant).

Join THE MARCH OF DIMES

They need YOU!



Sheaffer's Re

Goings On . . .



Alaska's Governor Mike Stepovich (r) accepts a special Sheaffer desk set with a miniature gold elephant from Ted Lupro (center) of Capital Office Supply in Juneau, Alaska, and Jack Anderson (l), Sheaffer's distributor for Alaska, during presentation ceremonies in the chief executive's office.



Tom Frantz (l) (Patent Research) who was named "Key Man" of the Ft. Madison Junior Chamber of Commerce at the (r), the previous year's winner of the "Key Man" award. The Chamber's annual banquet, receives his award from Dick Kern award is presented annually to the outstanding Jaycee for his work in behalf of the organization. (Evening Democrat Photo)

Santa pays a visit to Betty Chock (l) (Sales) and Rose Schieferdecker (r) during the Christmas party hosted by the Sheaffer Women's Bowling League for the Women's City Bowling Association.



Presents are distributed by Santa to Rosemary Van Strander (Traffic), Mary Usery (Sales) and Arletta Roxlau (Shipping) during the Women's City Bowling League Christmas party at the Sheaffer clubhouse. The Sheaffer Women's Bowling League hosted the party.



The Lord Mayor of Bradford uses a Sheaffer desk pen to sign the visitors' book at the Australian Government Wine Festival in England. Watching the signing are, l-r: George Patterson, senior trade commissioner for Australia; Terry Gledhill, sales representative of Sheaffer Pen Company of England, and Don Wylie, managing director of Sheaffer's English company.

Ten-year service pins are presented to three members of the Goderich plant by president Clyde Everett (l) who is shown congratulating John Russell, Edward Pridmore (second from right) and general sales manager Bill Gardner (r) also received similar service awards during ceremonies in Mr. Everett's office.



Sheaffer's 2 Children's C.



Gordon Lane (Accounting) leads the Christmas caroling as the youngsters await the arrival of Santa Claus at the annual Sheaffer Employees' Christmas party at the Sheaffer clubhouse.



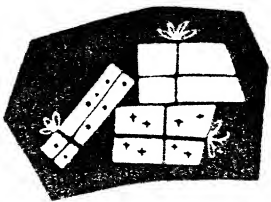
Carol Van Auken, daughter of Helen Van Auken (Mailroom), renders a Christmas solo during the entertainment portion of the program.



A future tap dancing star in the making is Dora Mendez, six-year-old daughter of Ernestine Mendez (International). Dora was one of a number of employees' youngsters who provided the entertainment for the party.



Santa Claus gets a last minute of Fred Foehring, (Gold Nib), about she's expecting him to bring for Christmas youngsters who visited Santa at the



The Tune Teens, a sextet of sophomores from Ft. Madison High School, treats the audience to a medley of Christmas numbers. L-r are Carol Van Auken, daughter of Helen (Mailroom); Miranda Bray, Barbara Boyer, daughter of Chuck (Tool Room); Dorothy Burkholder, Nancy Narigon and Kay Francis, daughter of Earl (Drafting).



A fine exhibition of baton includes Linda Feiertag, Bever

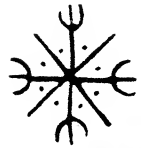
8th Annual Christmas Party



Order from Kathy Foehring, granddaughter of [unclear], list of dolls, toys, games and new dresses. Kathy was one of the several hundred [unclear] at the Sheaffer clubhouse.



The Knick Knacks, 4-H champions from Stronghurst, Ill., give out with a novelty number that captured the fancy of young and old alike at the annual Sheaffer Employees' Christmas party at the Sheaffer clubhouse.



Dancing is given by this trio which includes [unclear] and Jackie Manka.



Dave Hug (Engineering), who served as master of ceremonies at the Christmas party, gets some assistance from two enthusiastic youngsters who volunteered to help him with the drawing for the door prizes.



Barbara Boyer, daughter of Chuck Boyer (Tool Room), waits for a cue before going into her next number. In the background are Gordon Lane (I) (Accounting) and Dave Hug (center) (Engineering).

SHEAFFER'S

REVIEW

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EDITOR - - RAY PETERSON

Travel Club Works On Florida Trip Plans

Members of the Sheaffer Women's Travel Club are busy working on plans for their Florida trip during the summer vacation shutdown.

Ethel Krebill, president of the Travel Club, said many women employees around the plant have expressed interest in the Florida trip and it now appears the club will have enough to completely fill an air conditioned bus.

The Travel Club will make a number of stops at scenic and historic points enroute to Florida but most of the time will be spent in Florida itself. Although the exact itinerary has not yet been set, many of the Sunshine state's resort areas will be visited by the club during the trip.

The Travel Club will hold its next meeting in March to discuss plans for a weekend trip to some nearby point of interest next Spring.

Dallas City Defeats Sheaffer Quintet 60 - 46

The Sheaffer Men's basketball team suffered a 60-46 setback in the first game of the year with Dallas City in the Dallas City school gymnasium.

Members of the Sheaffer team are Darrell Siegrist (Service), Glen Roberts (Service), Roger Enke (Sales), Gary Schroeder (Service), Gene Wisbey (Maintenance) and Gene Vose (Tool & Die).

The White Dots will face Mount Pleasant in their next game at the Sheaffer Clubhouse.

Omdahl, Ruppenkamp Named To New Posts

L. N. Omdahl has been named controller of the company and W. K. Ruppenkamp, general service manager, in personnel changes announced recently.

Mr. Omdahl joined Sheaffer's in 1939 as an accountant and has been in the Accounting Dept. since that time, with the exception of four years of military service with the army during World War II. He was named assistant chief accountant in 1947 and was promoted to chief accountant the following year.

Mr. Ruppenkamp started with the company as an accounting clerk in 1941. During World War II he served with the Navy for two years and following his discharge in 1946 returned to the Accounting Dept. where he later served as assistant supervisor of the department, supervisor of cost and payroll, and assistant chief accountant. He was named assistant office manager in 1953 and served in that capacity until his recent promotion.

In his new position, Mr. Omdahl will be responsible for the following departments: General Accounting, Cost Accounting, Technical Accounting, Accounts Receivable, Cashiers and Payroll.

Mr. Ruppenkamp will be responsible for Order Handling and Traffic, Properties and Insurance, IBM, Central Files, Addressograph and Mail Room, and Stenographic and Telephone Services.

WOMEN'S SHIPPING TEAM PLACES IN TOURNAMENT

The Sheaffer Women's Shipping team captured sixth place in the Holiday bowling tournament on the W.C. U. Club alleys in Quincy, Ill recently.

The team was made up as Arletta Roxlau (Shipping), Mary Ussery (Sales), Rosemary Van Strander (Traffic), Martha Merschbrock (Shipping) and Joan Rippenkroeger (Scrip).

Gold Nib's team consisting of Lorena Wilcox (Gold Nib), Betty Chock (Executive), Flo Fickel (Pen Assembly), Pat Moeller (Gold Nib) and Shirley Hughes (Executive) also rolled but failed to place in the money.

The two teams were sponsored by the Activities Committee which annually sends the teams to a tournament.

Lorena Wilcox Paces Bowlers With 166

Lorena Wilcox (Gold Nib) paced the Sheaffer Women's Bowling League with an average of 166 as the new year began.

Betty Chock (Executive) was running second with a average of 151 while Flo Fickel (Pen Assembly) held the number three spot with 135.

Lorena also held the high series with 546 while Betty had the high game of 212 as of Dec. 31. The Gold Nib team held the number one team position with 34 wins and eight losses.

Here's how the Women's League stood as of January 1:

TEAM

High Game

1. Gold Nib	747
2. Cashiers	723
3. Shipping	677

High Series

1. Gold Nib	2088
2. Shipping	2020
3. Cashiers	2006

INDIVIDUAL

High Game

1. Betty Chock (Executive)	212
2. Lorena Wilcox (Gold Nib)	204
3. Flo Fickel (Pen Assembly)	187

High Series

1. Lorena Wilcox	546
2. Betty Chock	519
3. Flo Fickel	454

High Averages

Lorena Wilcox (Gold Nib)	166
Betty Chock (Executive)	151
Flo Fickel (Pen Assembly)	135
Pat Moeller (Gold Nib)	134
Aurelia Atkinson (I.B.M.)	129
Lorene Clark (Pencil)	121
Marie Becker (Metal Fab)	121
Shirley Hughes (Executive)	120
Rita Brandt (Acct)	117
Kave Schlegel (Executive)	117
Rosemary Van Strander (Traf.)	117

Team Standings

Gold Nib	34	8
Accounting	18-1/2	20-1/2
Cashiers	24	21
Shipping	21	21
Metal Fab	14	31
I.B.M.	15-1/2	36-1/2

Service Anniversaries

— 30 YEARS —

Edith Frost - Service
Harold Billman - Engineering

— 20 YEARS —

Russel Okerstrom - Sales

— 15 YEARS —

Robert Hellige - Repair Parts

— 10 YEARS —

R. Jean Bell - Steno
Esther Proctor - Plant No. 3
Ruth Olson - Plant No. 3
J. T. Byrd - Sales
Elmer Jacobs - Plant No. 3

— 5 YEARS —

Gary Schroeder - Service
Edgar Baker - Sales

—O—

Orv Richardson Leads Men's Bowling At 181

Orv Richardson (Pencil) held the highest average in the Sheaffer Men's Bowling League with a 181 as of the end of December.

Right on Orv's heels, with only a single point separating them, was Corky Cowles (Tool & Die) while Bob Consbrock (Engineering) was in third place with 174. Jack Richmond (Tool Room) was in fourth position with 172 while Nelson Weaver (Tool & Die) was fifth with 165 and Ernie Klesner (Service) sixth with 165.

Lewis Pool (Tool & Die) held the number seven spot with 162 while Bill Stemple (Tool Room) was in eighth place with 159 followed by Kenny Mason (Engineering) in number nine position with 157 and Walt Rippenkroeger (Plating) tenth with 156.

The six men with the highest averages—Richardson, Cowles, Consbrock, Richmond, Weaver and Klesner—will make up the Men's All Star Team which will compete in an outside tournament of the group's own choice. The All Stars' trip to the tournament, which will be selected shortly, will be sponsored by the Activities Committee.

January, 1958

Coon Puts Hunter In Mighty Tight Spot

Coon hunting can put a man in some mighty tight spots as one coon hunter around the plant learned recently.

Walt "Boots" Rippenkroeger (Plating) and Howard Ross (Plating) decided to take off one chilly night recently to see if they could get a few coons. When Boots and Howard finally located their dogs baying up a big old tree along an embankment, they circled the den tree while their flashlights sought out the coon in the tree top. But the coon was nowhere in sight.

Spotting an opening in the bottom of the tree, Boots decided to have a look-see inside the hollow trunk of the tree. Lying on his back, he stuck his head into the hole at the base of the tree—and thus made a bad mistake. It was easy getting his head inside the hole, but getting it out was another story. Though he twisted and turned, Boots found himself trapped.

Howard offered to go to a nearby farmhouse for some tools to free Boots.

No Axe, Please

"I'll borrow an axe from the farmer and have you out in a jiffy," Howard told Boots reassuringly.

"Never mind the axe," said Boots, "I'm in enough trouble now without having you swinging an axe around my head. See if they have a keyhole saw. I'll try it once more and see if I can make it."

Reaching his finger tips into the hole, Howard held Boots' ears flat against his head as Boots carefully maneuvered his head around in an effort to free himself. After a number of unsuccessful attempts, Boots finally worked free from the tree hole without the need of an axe or saw.

By that time Boots and Howard had both had enough coon hunting for one night. As they headed back to the car, leaving the coon population unmolested for that night, Boots swears he could hear laughter coming from the upper reaches of that old tree.

—O—

Oops, Sorry . . .

The Harry Waldron story in last month's issue of the Review erroneously carried Mr. Waldron's age at 84. It should have been a young "74." We're sorry to have inadvertently added 10 years to his age and hope it didn't cause him any embarrassment.

Strictly for Ladies...

YOUNG IN HEART, TAKE NOTICE.

Nothing is more likely to tempt Dan Cupid's darts than a luscious white nut-filled cake for a Valentine's Day party. Using packaged white cake mix, bake 2 layers in heart-shaped pans. When cool, put the layers together, sandwich fashion, with this crunchy pecan filling: Combine 1 cup Royal Pecans (finely chopped) with ½ cup light cream, ⅔ cup sugar, ¼ tsp. salt and 2 egg yolks. Cook over low heat, stirring, until mixture thickens and turns brown. Add 2 tsp. butter or margarine. Cool at room temperature. Ice the outside of the cake with fluffy white frosting and decorate it with pecan halves and silver dragees

* * *

FRENCH - TOASTED SENTIMENTAL SANDWICHES make a Valentine breakfast surprise that even Dad will enjoy. Serve them with fruit, bacon and cupfuls of coffee. To make the sandwiches, cut bread into heart shapes with a cookie cutter. French-toast them the usual way, by dipping bread hearts in an egg-and-milk mixture and sauteing them in margarine. Then put 2 slices together sandwich-fashion with cherry jam between, sprinkle with confectioners' sugar. Two Sentimental Sandwiches to a plate of course.

* * *

LEMON AND LIME CONSPIRE to give a brand-new flavor to an old favorite, Candied Sweet Potatoes. Seven-Up, nationally known lemon-lime carbonated beverage, is used as both liquid and flavoring in this recipe: Cook 6 unpeeled sweet potatoes in boiling water 20 min. To make the syrup, simmer for 5 min. a 7-oz. bottle of Seven-Up with a cup of brown sugar, a dash each of cinnamon and salt. Add 2 tbsps. butter. Peel and cut sweet potatoes in halves; add them to the syrup. Bake in a 375-degree oven 20 min., basting occasionally.

* * *

TAKE A CAN OF MINCED CLAMS.

The fine flavor of this seafood enhances any meal. This time the clams clam up with cream cheese as a party spread for crackers, melba toast, or, if slightly thinned with cream, as a dip for carrot and celery sticks, potato chips. Drain 1 can minced clams. All clams to cream cheese and blend well. Season to taste with salt and pepper. And you'll serve your guests the most sophisticated dip of all.

Bulk Rate
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Sheaffer's new booklet on handwriting improvement is helping thousands to improve their writing. Titled "Sure, I want to be a better writer," the new booklet contains illustrations of legible and illegible writing, with exercises for correcting handwriting faults. It may be obtained free by writing to the company's Ft. Madison, Iowa office.

REQUESTS FOR SHEAFFER'S FREE BOOKLET ON HANDWRITING DEPLETES INITIAL SUPPLY

Terrific demand from all parts of the United States as well as Canada, Alaska and Hawaii for Sheaffer's new handwriting improvement booklet, "Sure, I want to be a better writer," has already depleted the initial supply of these free aids to better writing.

More than a quarter of a million of these helpful booklets have been distributed to teachers, schoolchildren, housewives, doctors, educators, business and professional men and others interested in better handwriting. The booklet is now in its second printing and the new copies will begin going out to those who have requested as soon as they are received from the printer. More than 10,000 requests from individuals are waiting to be filled.

Aids Adults Too

The handwriting booklet, while originally designed to help children diagnose their own writing and then remedy the faults they find, has proven equally interesting to adults. It was written by Wesley E. Scott, Leon Rubin and Matthew Jasner, Sheaffer's handwriting consultants who also are directing the nation's biggest remedial

handwriting program for teen-agers in the Philadelphia school system.

"Sure, I want to be a better writer" stresses the five basic handwriting faults—irregular slant, improper spacing, inconsistent letter size, poor alignment and incorrect letter formation. It emphasizes legible writing, not "beautiful" writing, according to its authors.

The new handwriting improvement booklet, which contains illustrations of legible and illegible writing, with exercises for correcting handwriting faults, is available free by writing to the Sheaffer Pen Company, Ft. Madison, Iowa.

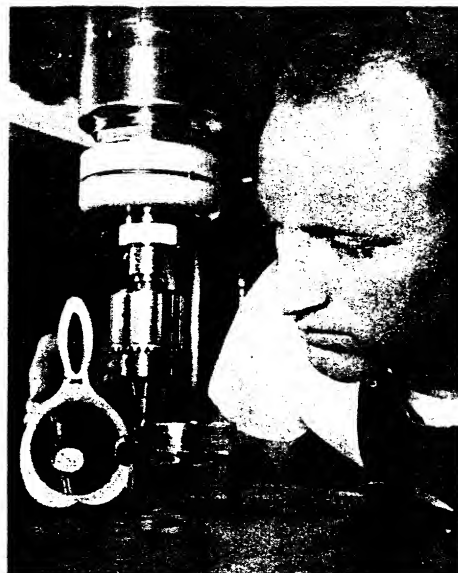
Two Roll Unusual Games at Clubhouse

Two members of the Sheaffer Men's Bowling League achieved singular honors on the clubhouse alleys recently.

Miles Shields (Shipping), who rolls with the Office team, racked up identical scores of 147 for a three-game series total of 441. Because the identical three games were rolled in league competition, Miles will receive a patch from the American Bowling Congress to commemorate the unusual feat.

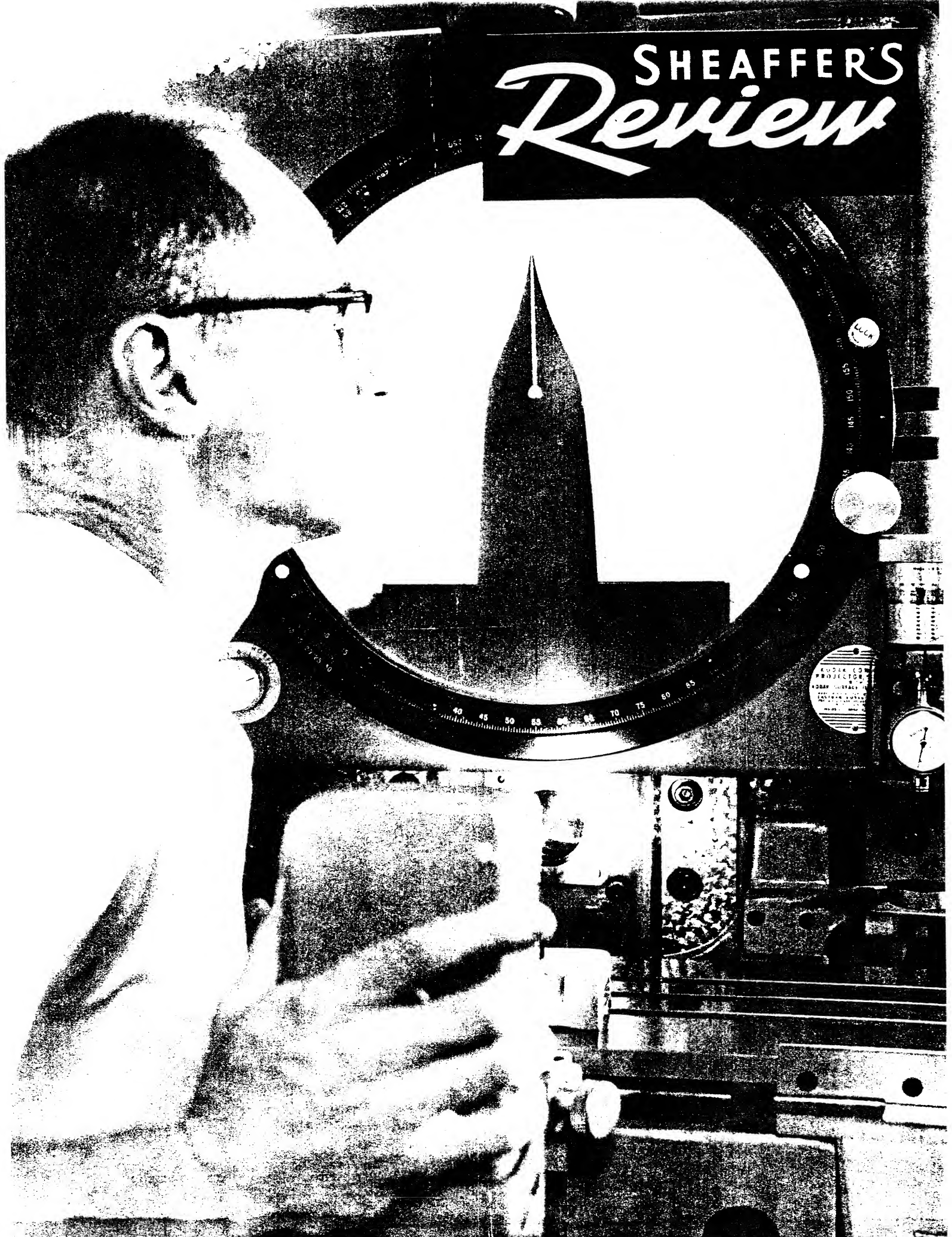
The second claimant to bowling honors was Bob Consbrock who rolled a 278 singles game on the clubhouse alleys to set what is believed to be an all-time high at the clubhouse. Bob was practicing on the alleys with Orv Richardson (Pencil) and Harold DeVol (Pencil) when he rolled the 278 as part of a 676 series.

On The Cover



Reflecting the skill and care that goes into the intricate tools, dies and fixtures turned out by the skilled craftsmen at Sheaffer's Tool & Die plant is this shot of Dale Yantis checking a job on a SIP jig borer. Today, in addition to meeting the company's needs for precision dies and tools for the manufacture of writing instruments, Sheaffer's Tool & Die Division produces tools, dies and fixtures for many major companies throughout the nation.

SHEAFFER'S *Review*



Five Receive New Job Assignments

Five reorganizational changes in the factory were announced recently. Four of these became effective with the retirement of department managers Clyde Tweed (Pen Assembly), Earl LaLone (Pencil) and Sam Daugherty (Screw Machine).

Harry Wallis, manager of the Metal Fab and Desk Stand Depts. since 1946, will become manager of the Screw Machine, Repair Parts and Skrip Depts. Harry started in the Pencil Dept. in May 1927.

Edmund Lawlor, who has headed the Plastic Fab Dept. since March 1955, is the new manager of the Metal Fab, Molding and Desk Stand Depts. Ed joined the company in April 1937 in the Pencil Dept., later worked in the Metal Fab and War Division before being made a foreman in the Plating Dept. in October 1946. He remained in Plating until 1955 when he moved to Plastic Fab.

Ivan (Bud) Covington, who joined the company in February 1941, becomes manager of the Plastic Fab and Pencil Depts. He started in Shipping and moved to the Service Dept. a short time later and was named an inspection foreman in August 1948. Later Bud spent nearly two years in Australia setting up an inspection program for our Melbourne plant.

John Hauck, manager of the Gold Nib Dept. since March 1955, will take over the Pen Assembly Dept. in addition to the Gold Nib Dept. John, who also started in Shipping back in July 1937, moved to the Skrip Dept. the following year. He became a foreman in the Radite Dept. in 1947. After the Radite Dept. became a part of Plastic Fab, John was made a supervisor and a short time thereafter was named assistant of the factory superintendent. In July 1952 he was made assistant to the manager of the Gold Nib Dept. and on March 1, 1955 took over the Gold Nib Dept.

LeRoy Super, Service Dept. manager since March 1949, takes on the responsibilities of Warehousing and Receiving in addition to the Service Dept.

LeRoy joined the company in May 1910, and in 1917 was named manager of the Quincy operation. When the plant was closed down, he took over the Service Dept. in Ft. Madison.

SHEAFFER EMPLOYEES HELP IN GUIDING LOCAL JUNIOR ACHIEVEMENT PROGRAM

A dozen Sheaffer employees are helping to guide the activities of the Junior Achievement program in Ft. Madison this year.

Serving in executive capacities are Ed Thorn (Sales), who has been closely associated with the JA program in Ft. Madison since its early beginning and is now area director; Jac Colvin (Sales), the executive director; and Lyle Box (Sales Correspondence), program director.

Nine other employees serve in advisory roles to the nine Junior Achievement companies in the program. These include Mary Richers (Traffic), Bill Reed (Sales), Clarence Weilbrenner (Gold Nib), Darrell Klauenberg (Accounting), Don Johnson (Sales), Jerry

of companies and high school students participating in it has grown steadily.

Today, Ft. Madison's Junior Achievement program is made up of nine individual companies which are sponsored by local business firms and organizations. In addition to those companies previously mentioned, the others include Can-Du, sponsored by the du Pont Company; Chef d'Jays, sponsored by the Anthes Hotel; the Scrappers, sponsored by Woolworth's; and Chamco, sponsored by the Retail Committee of the Chamber of Commerce.

Working in these nine companies are a total of 145 juniors and seniors from Ft. Madison's public and parochial schools. Their activities are supervised by 27 advisors plus the executive officers of the local JA program.

On May 8 the Junior Achievers will wind up their activities with the annual awards banquet in Sacred Heart Hall where the principal banquet speaker will be Ted Collins, noted humorist and story teller. Highlight of the evening's program will be the awarding of college scholarships to the outstanding Junior Achievers of the year.

Council Names '58-'59 Activities Committee

Members of the Activities Committee for the 1958-59 term were appointed by the WASPCO Council members at the January meeting.

Named to serve on the committee for a one-year term starting March were Osa Wilsey (Accounting), B. Gibbs (Pen Assembly) and Gene Da (Development). Osa also served last year's Activities Committee with Powell Taapken (Engineering) and Dave Hug (Engineering).

The new Activities Committee will meet next month to outline plans for the coming year's program.



Junior Achievers Charlene Fraise (center) and Roy Deitchler (r) get some help on a problem from Bill Reed (l) (Sales) who serves as an advisor to the Woodchuckers, one of the nine companies in Ft. Madison's Junior Achievement program.

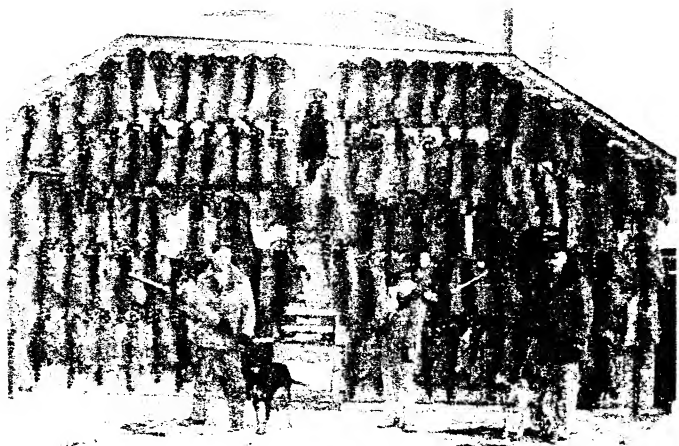
Webster (Sales), Ted Cross (Service Correspondence), Aurelia Atkinson (IBM) and Nelson Weaver (Tool and Die).

Mary, Bill and Clarence serve as advisors to the Woodchuckers, one of the two Sheaffer-sponsored companies while Darrell, Don and Jerry are advisors to the other Sheaffer company, Slat-Co. Ted is an advisor to the Shad-Racs, a Jaycee sponsored company; Aurelia works with the Sew 'N Sews, sponsored by the Business and Professional Women, and Nelson serves as an adviser to the Phone-Etts, sponsored by the Northwestern Bell Telephone Co.

JA Organized in '49

The Ft. Madison chapter of JA was organized in 1949 through the efforts of Craig R. Sheaffer, who saw in this program the opportunities for better acquainting the youth of the community with the fundamentals of business and the American system of free enterprise. Since that time the number

Goings On . . .



Mel Hall (l) (Maintenance), his son, Gene (center) and his partner, Al Walljasper (r) with the hides of the 113 coons which they shot in southeastern Iowa during the 1957-58 season. It was the largest number of coons taken in one season by Mel and Al, who have been hunting together for years.



Ann Miller (Production Control) tries a lay-up shot as Gaila Martin (r) (Accounting) backs her up in the recent women's basketball game against the Ft. Madison Tigerettes. The Sheaffer women scored an easy 53-18 win over the Tigerettes at Sacred Heart Hall.



Mrs. Dwight D. Eisenhower takes time out from the recent Republican \$100 a plate fund raising dinner in Chicago to write a note with her Sheaffer Snorkel pen.



Students at Jefferson Public School have their hearing checked with a Maico audiometer (foreground) as part of the hearing program being sponsored by the local public schools through the Lee County Office of Special Education. The audiometer is one of the many products manufactured by the company's newest subsidiary, Maico Electronics, Inc. of Minneapolis.



Hartley McPherson (l) a former Gold Nib Dept. employee, receives a check for \$414 from W. K. Olson (r), patent counsel, for a methods change he suggested in connection with handling pen points. Under the company's suggestion system, each employee receives one third of the first year's savings resulting from his suggestion after it has been accepted.



EARL J. LALONE
Pencil Dept. Manager



SAM L. DAUGHERTY
Screw Machine Dept. Manager



CLYDE S. TWEED
Pen Assembly Dept. Manager

Three veteran department managers whose combined service to the company totals 103 years will retire February 28 along with eight other employees whose service adds up to 125 years.

The three retiring department heads are Earl J. LaLone (Pencil), Clyde Tweed (Pen Assembly) and Sam Daugherty (Screw Machine and Skrip). The other eight who are retiring are Orville G. Barrow (Plastic Fab), Rue Daniels (Occupancy), Leo Golden (Pencil), John Herold (Occupancy), Ola Lightfoot (Plastic Fab), Emma Mathiasmeier (Service), Frank Warden, Sr. (Service) and Paul Thon (Mt. Pleasant).

Oldest of the retiring employees in point of service is Earl LaLone who gave up a \$50 a week barbering job in Granger, Missouri to take a \$17.50 job in the Pencil Dept. on Feb. 8, 1920. Earl never regretted the change however for within a short time he began moving to more responsible positions. He became foreman of the Pencil Department on October 1, 1935 and during World War II was in charge of the assembly of small heads for the autotune which the company was producing for the government. On January 1, 1946, Earl was named manager of the Pencil Dept.

Retirement Plans

What does Earl plan to do after he retires?

"I'm going to Florida with my wife for an indefinite period. Actually, we're not going to do anything for at least six months except travel, rest and play a little golf. After that I might do some part time work. You know I used to be a barber and I may look into getting a license to barber again. Or maybe I'll buy a little place in the country with just enough ground around it to raise a few things to keep me busy," Earl explained.

Sam Daugherty ranks next in service among the

retiring employees. Sam started in the Pencil Dept. as a screw machine operator on September 22, 1924, became a supervisor September 1, 1929, a foreman on January 1, 1942 and manager of the Screw Machine Department on June 1, 1943. On January 1, 1950 Sam was given the added responsibility for Repair Parts and Skrip in addition to Screw Machine.

Sam's future plans, like Earl's, include travel.

"We're going to do some traveling and see a lot of the things we haven't been able to because time didn't permit. Actually, the first year, I'm just going to relax and take life easy—travel, fish and maybe take up golf again," says Sam.

Time For Fishing

Clyde Tweed on the other hand says he doesn't have any definite plans.

"I'll probably do a little digging around in the garden when the warm weather comes but I don't have any real plans. I like to work around the house so that will keep me busy what with catching up with the things I just didn't have time to get at. Later, I may do a little traveling as well as some fishing."

Clyde winds up 33 years of service, most of which was spent in the Pen Assembly Dept. He started with the company in the Gold Nib Dept. on March 4, 1925 and moved to Pen Assembly in 1931. Two years later, on Sept. 1, 1933, he became a foreman in the department and on January 1, 1949 was named Pen Assembly Dept. manager.

Leo Golden, a veteran of 33 years with most of it spent in the Pencil Dept., hasn't any plans for the immediate future.

"For the time being, I'm going to sit around and take life easy," he says. "It will be nice not having to set the alarm clock to get up and get to work on time each



LEO GOLDEN
Pencil Dept.



JOHN HEROLD
Occupancy Dept.



OLA LIGHTFOOT
Plastic Fab Dept.



FRANK L. WORDEN SR.
Service Dept.

morning. Maybe during the summer we'll take a few trips. I'd kind of like to go out East to New York and some of the other big cities." Leo explained.

Leo started with the company in March, 1925 in the Pencil Dept. and was there until 1934 when he transferred to the Holder Dept. for a two month period after which he returned to Pencil.

One retiring employee who will have no trouble occupying himself with the free time he will soon have available is John Herold (Occupancy) who is already getting his fishing tackle in shape.

Hunting and Fishing

John, who is one of the most ardent outdoorsmen around the plant, says he also plans to do a lot more hunting as well as fishing now that his time is his own.

"I haven't done nearly as much hunting in the past couple of years as I'd like to but now I figure on getting in a lot of duck and quail hunting next fall. I might even make a trip up to Canada for some hunting. I've always wanted to get up that way and now that I have the time, I might just do it. Right now however I'm looking forward to Spring and warm weather so I can do a little fishing," he explained.

Ola Lightfoot (Plastic Fab) says she's "going to visit a lot of friends that I've been telling 'I'll come and see you someday' but just never got around to doing it."

Ola, who was one of the organizers of the Sheaffer Women's Travel Club, also hopes to make a trip to Florida with the Travel Club next summer.

"They're getting quite a few reservations for the Florida trip, I understand, and it should be a lot of fun. I'll probably take in other trips later with the club because we always have such a good time on these trips," she said.

Ola started with the company in October 1942 in the Holder Dept. then moved to the Radite Dept. which later became part of the present Plastic Fab Dept.

Frank Worden, Sr. (Service) probably came up with the most unusual retirement plan of all the retiring employees. Frank's going to raise fish worms. Frank readily admits that he will be one of his best customers for among his many hobbies is fishing.

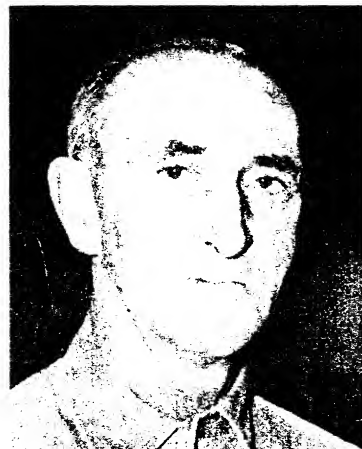
Raising Fishing Worms

"These hybrid red wiggler worms multiply very rapidly and raising them can be a fairly profitable business. Although people I've talked to do sell a lot of worms to fishermen, probably the biggest market for them are gardeners and florists who use them to nourish and enrich the soil," says Frank, who started with Sheaffer's on July 10, 1942 in the old Radite Dept. He worked there "for four or five months" and then went to Skrip Dept. before going to the Service Dept. a year after joining the company.

(Continued on page 7)



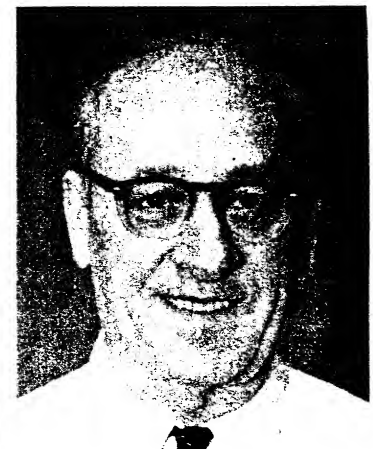
ORVILLE G. BARROW
Plastic Fab Dept.



RUE DANIELS
Occupancy Dept.



EMMA MATHIASMEIER
Service Dept.



PAUL THON
Mt. Pleasant Plant

SHEAFFER'S

REVIEW

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W. A. SHEAFFER PEN COMPANY

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Fineline Division

Mt. Pleasant, Iowa, U.S.A.

Canadian Office and Factory,
Goderich, Ontario, Canada

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EDITOR - - RAY PETERSON

Farewell . . .

Most of you have read the bulletin board recently know by this time that I am leaving Ft. Madison to return to New York City. There, I will be working on The Great Atlantic & Pacific Tea Company account, which like Sheaffer's, is served by the public relations counseling firm of Carl Byoir & Associates.

The five and a half years here at the Sheaffer Pen Company have been extremely pleasant and memorable ones. In working on the Review and other projects I had an opportunity to meet many of you throughout the plant. At each meeting I was always impressed by the friendly cooperation that I received. It not only made the job easier but also more pleasant. In short, I have never had the pleasure of working with a finer group than I have found right here in the plant.

So it is not without some feeling of sadness that I leave Ft. Madison and my many friends and acquaintances around the plant.

A new editor for the Review has been selected and will take over the publication of the next issue. I know that all of you will extend to him the same fine cooperation that you have given me during the five years I edited the Review.

Ray Peterson

WHO SAYS WOMEN ARE THE WEAKER SEX? DOROTHY DISPROVES ADAGE; BUILDS HOUSE

When Dorothy Hoenig (Accounting) tells people she is a homemaker—she literally means just that.

About a year ago, Dorothy decided to remodel the family home located south-east of Nauvoo, Illinois. During the long winter evenings, she put her ideas down on paper and then after carefully working out details of her remodeling program, proceeded to draw up the final plans for the project which included demolishing a wing of the house and constructing a new addition in its place.

Over the long Memorial Day weekend last year, Dorothy began the job of tearing down the old wing to the two-story white clapboard farmhouse where she lives with her mother. Working at night and on weekends, she pulled down all the plaster, stripped off all the trim and tore out the lath-work.

"That was the messiest part of the



Silhouette of demolished building

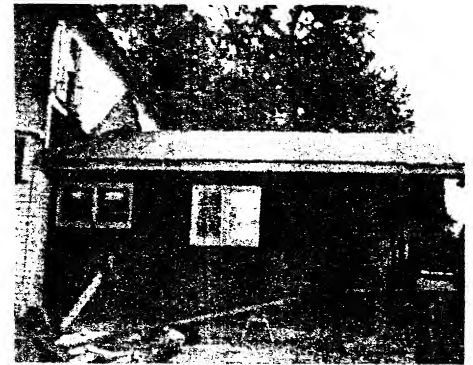
whole project," she recalled, "but once that was through, the job moved right along."

Dorothy hired several local men to help her with the main job of razing the exterior walls and roof of the old building which many years ago had been built by a great uncle. Dorothy

pitched right in and worked side by side with the men in tearing down the walls of the old building.

The job of razing the old structure was completed in June and almost as soon as the debris had been cleared away, work began on the new addition. During her vacation, Dorothy worked from sunup to sundown on the new addition which would ultimately house a modern new kitchen, dining room, bath, utility room and basement.

When the excavation for the new building had been completed, Dorothy



New addition replaces old

helped with the cement work in the basement. Then with a little assistance she laid virtually all of the floor joists and from there on helped with framing the building. (Continued on page 7)

Service Awards:



Service pins are presented to three employees of the Canadian plant by Clyde Everett, (l), president of the Sheaffer Pen Company of Canada. Receiving the pins from Mr. Everett are, l-r, George Robertson, Receiving inspector, five years; Bruce Clifford, Service manager, 15 years, and Eric Smith, Personnel manager, five years.

RETIREMENT—

(Continued from page 5)

It's doubtful if anyone has more extensive plans than Orville Barrow (Plastic Fab) who is retiring after 13 years with the company.

"When the weather gets a little better we plan to rent our house for a year while we're away. We will leave here and go to Louisville, then Arkansas, then to Dallas and from there to Arizona, New Mexico and California for visits. We'll eventually wind up in Seattle where we'll spend the rest of the year with my daughter. After that we'll come back by way of Canada and the East," Orville explained.

Orville started in Sheaffer's April 5, 1944 in the War Division, then went to the Radite Dept. in August of the following year and to the Holder Dept. in September 1947.

Rue Daniels (Occupancy), who retires after 12 years with the company, says he's "undecided" about what he will do.

"I have a few things in mind but I haven't made any definite plans."

Rue came to Sheaffer's in July 1945 in the Radite Dept. then worked for a time in the Feed Dept. before being transferred to Occupancy.

Emma Mathiasmeier (Service) began making plans last year for her retirement. And since travel is one of the things she plans to do a lot of, Emma purchased a new car last year and learned to drive after not having driven for many years.

"We're having a family reunion in San Antonio, Texas in June and I'm planning to go down. However I'll probably go by train. Then later I plan to visit another sister in California. I'll use the car for trips around here but most of the long trips will be by train," she explained.

Emma first went to work in the Service Dept. on May 22, 1946 and has been in that department since that time.

Paul Thon, who joined Sheaffer's in July 1946 is tool room foreman at the Mt. Pleasant plant, says he "hasn't really decided on anything."

"We're talking about a trip down south late next month—probably down in the Ozarks. Later we might take a trip out West and visit some relatives near San Francisco."

February, 1958

Dorothy Builds House—

(Continued from page 6)

"By September we had completed the shell of the new addition and from there on I did most of the interior work," Dorothy explained.

And by most of the work Dorothy means sealing of the seams, tiling all the floors, finishing the birch cabinets and wood trim work throughout the house and painting the entire interior.

While a project of this proportion might seem a long and tiresome one, Dorothy readily admits it was enjoyable.

"When you get it finished there is a lot of satisfaction to it," she says. "And, of course, we're not completely finished yet. There are a lot of little things that I want to do. In order to get them done I do a little each day and it's surprising how much you can accomplish just by working steadily at it."

Dorothy, who handles a hammer or saw with the same confidence that she tackles an accounting machine, expects to have the entire remodeling job completed in the Spring.

"Then I can sit back and relax—at least until I decide on the next project. However, it's unlikely that the next one will be as big an undertaking as this one," she explained.

On The Cover



Ernest Skinner (Inspection) checks the shape of a sample pen point which has been magnified 10 times on this contour projector screen in order to permit closer inspection of the nib. This is only one of the many inspections which Sheaffer products undergo before leaving the factory.

Strictly for Ladies ...

Excuses for giving parties abound in February. Valentines Day, Washington's and Lincoln's birthdays are only three. Perhaps holiday bills are all paid; that's a good excuse.

But whatever the occasion, a party should be informal and gay. And remember that bowls and platters of "finger foods" set the mood for an informal party. Perhaps the most popular of all finger foods is shrimp—boiled, broiled or french-fried—accompanied by spicy sauces.

CHILLED SHRIMP CANAPES

For cold canapes, it's best to boil the shrimp in a court bouillon, made by simmering a heaping teaspoon of pickling spices in a quart of water—for every pound of shrimp. After the bouillon has simmered 3 to 5 minutes, add the shrimp and let the bouillon come to a boil again. Let the shrimp simmer 2 to 5 minutes, never longer. Drain the shrimp and chill it before serving. You may clean the shrimp before or after boiling, whichever is most convenient. When ready to serve, stick a cocktail pick in each shrimp, or supply a bowl of the colored picks, and let your guests spear their own.

BROILED DEVILED SHRIMP

1 pound shrimp, fresh or frozen
Juice two lemons
¼ cup salad oil
½ teaspoon salt
¼ teaspoon pepper
Dash Worcestershire sauce
Dash Tabasco
Dash hot pepper sauce (optional)
¾ cup fine dry bread crumbs
Shell and devein shrimp, but do not cook. Combine lemon juice, salad oil, seasonings and sauces. Marinate shrimp in mixture 4 to 5 hours. Roll in bread crumbs. Preheat broiler. Broil shrimp 5 minutes on one side; turn and broil 3 to 5 minutes on other side, or until the shrimp turn pink. (If shrimp are very large, broiling may take longer. Be sure the shrimp are done.)

WHAT MATTERS THE YEAR, THE SEASON OR THE weather—Frozen Pineapple-Cream Cheese Salad is an all-time favorite. Served with nut bread and coffee, this salad makes an excellent party-luncheon main dish. Blend 2 small (3-oz.) cakes of cream cheese with 2 tbsp. lemon juice and ½ cup of mayonnaise. Fold in ½ cup of pineapple tidbits, 1 cup of orange segments, ½ cup of toasted almonds, 2 tsp. chopped candied ginger and 1 cup of heavy cream. Serve on salad greens with your favorite fruit-salad dressing.

HOT COFFEE AND FLAVORFUL "MOCK SPICY CRULLERS," made the following way, are welcome refreshments on blustery days. Mix and sift 1 cup flour, 2 tsp. brown sugar, 1 tsp. baking powder, ¾ tsp. ginger and ½ tsp. salt. Combine 2 eggs, slightly beaten, 2 tbsp. molasses, 1 tbsp. melted shortening and ¾ cup butter-milk. Add to dry ingredients and blend well. Cut 24 slices of enriched yeast raised bread with a round cookie cutter. Dip in batter. Fry in hot fat in skillet until brown on both sides. Drain on paper toweling. Sprinkle with sugar.

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Jim Earnshaw, (r), purchasing agent for the W. A. Sheaffer Pen Company of Canada, receives a solid gold desk pen set from Clyde E. Everett (l), president of the Canadian plant, to mark the completion of 30 years of service with the company. Jim is one of the oldest employees of the Canadian company in length of service.

Service Anniversaries

— 30 YEARS —

Howard Senf—Metal Fab
Floyd Hartman—Tool & Die

— 15 YEARS —

Carl Riley—Tool Room
M. D. (Roy) Krebs—Sales

— 10 YEARS —

Loretta Piles—Pen Assembly
Mildred Horner—Gen. Adm. Oper.
Bonnie Thielbert—Plant No. 3
Esther Shaffer—Plant No. 3
Reta Piatt—Plant No. 3
Viola Cook—Plant No. 3
Richard Wagner—Sales

— 5 YEARS —

Mildred Jeffries—Pen Assembly
Cecile Burchett—Shipping
Marion Runkle—Tool Room
Seigfried Weiler—Tool & Die
Francis Schurk—Skrip
Allen Thompson—Occupancy

Handwriting Booklets Again Available For Distribution

A new supply of the popular handwriting booklet "Sure I want to be a better writer" has just been received from the printer and is now available free to all persons interested in improving their handwriting.

Requests for this booklet have been received from all parts of the United States, Canada, and Alaska as well as from abroad. Teachers have been particularly complimentary in their comments about the new handwriting booklet and many of the nation's schools are using them in the classrooms to help students improve their writing.

19 Colleges Benefit From Sheaffer Foundation Grant

Nineteen independent Iowa liberal arts colleges will benefit from a \$9,500 grant from the W. A. Sheaffer Memorial Foundation.

The colleges are members of the Iowa College Foundation which has received \$55,000 from the Sheaffer Memorial Foundation since the College Foundation was organized in 1952.

Sheaffer's new handwriting booklet "Sure, I want to be a better writer" stresses the five basic handwriting faults—irregular slant, improper spacing, inconsistent letter size, poor alignment and incorrect letter formation.

The booklet is available by writing to the Sheaffer Pen Company, Ft. Madison, Iowa.

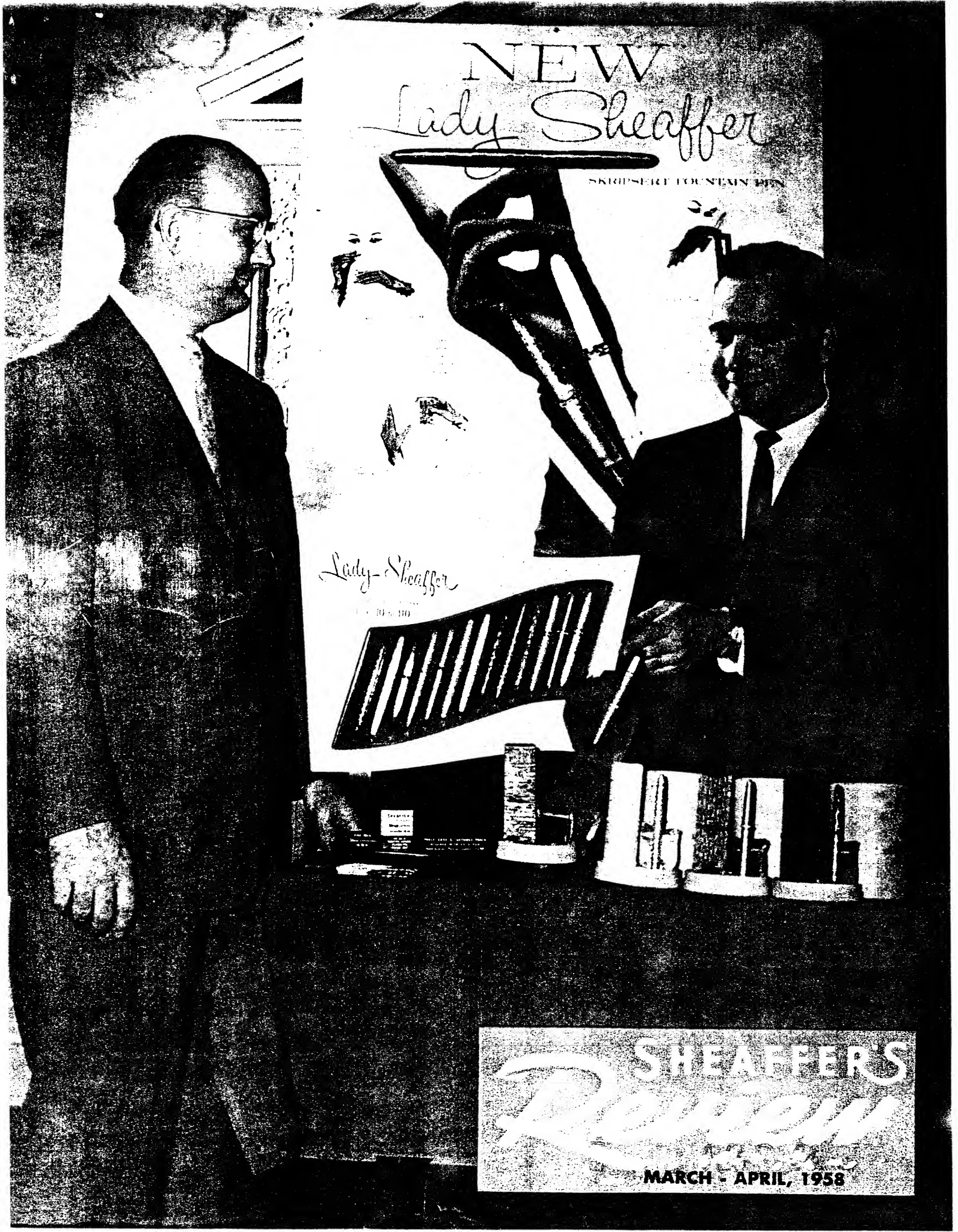
H. RIPPENKROEGER HEADS COMMUNITY CONCERT DRIVE

Henry Rippenkroeger (Production Control) has been named chairman of the 1958-59 Community Concert membership drive March 2-8.

A number of outstanding groups have already been booked for the '58-'59 season, according to Henry. These include the dance team of Mata and Hara and the Manhattan Concert Orchestra.

Working with Henry on the membership drive will be a number of Sheaffer employees including Rosemary Van Strander (Traffic), Alice Daugherty (Switchboard), Bea Masters (Production Control), Ed McKiernan (Tool & Die), Martha Rickleman (Shipping) and Avon Finke.

Sheaffer's Review



NEW
Lady Sheaffer

SKRIPSERI FOUNTAIN PEN

Lady-Sheaffer
10.00

SHEAFFERS
Review
MARCH - APRIL, 1958

Vol. 12 March-April No. 3

Published monthly for the Men and Women of the

W. A. SHEAFFER PEN COMPANY
General Offices and Factories
Fort Madison, Iowa, U.S.A.
FineLine Division
Mt. Pleasant, Iowa, U.S.A.
Canadian Office and Factory,
Goderich, Ontario, Canada
Australian Office and Factory
Melbourne, Australia
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Fort Madison, Iowa
Printed in U. S. A.

EDITOR - - - DICK PRIEBE

On The Cover

High fashion is the theme of the counter merchandising display for the new Lady Sheaffer Skripsert fountain pens, being inspected by General Sales Manager Gene Troy (left) and General Merchandising Manager Glen Davidson. A wide variety of Lady Sheaffer pens is displayed in a removable center section. The merchandiser also provides for the exhibit of Lady Sheaffer purse cases, Skrip cartridge pouches and the distinctive gray oval box in which all Lady Sheaffer pens are sold.

From the editor's notebook

HELLO there.

This issue of our magazine is an important one for me. It represents one of my first projects as a member of Sheaffer's Public Relations department, and it gives me a chance to introduce myself to many of you.

My name is Dick Priebe and I come from the neighboring state of Wisconsin. My home town is a little resort center in the northern part of the state called Eagle River, and if any of you are looking for a good vacation spot, I'll recommend it.

Before coming to Fort Madison, I worked in Calumet, Mich., which is about 700 miles north of here. I've heard that the past winter was a particularly severe one in Fort Madison. I can't help being skeptical about that, because when I left Calumet late in February, over 100 inches of snow had already fallen. The average yearly snowfall there is 190 inches.



The accompanying picture was taken in my new office, where each issue of the Review will go through birth pangs and growing pains to final form. The welcome mat is out for any of you to stop in for a visit.

I might say that I'm not as young as I look nor as old as I felt after shoveling snow from my driveway and sidewalk in Calumet. I have a fine wife, who once worked for me but who has long since stopped referring to me as the boss, and a little girl, who is the apple of her dad's eye.

I wish I could meet each of you personally, but since time will probably prevent that, I hope the above will serve as well.

One of the principal purposes of the Review is to tell you about the Sheaffer company and your jobs with it. With this and future issues, we will do our level best to fulfill that purpose.

Success and Growth Depend Upon Change

SUCCESS AND GROWTH for any company in America's highly competitive economy depend upon change—better ways to do things, the development of new products that meet the requirements of the buying public. A company cannot stand still very long, because its competitors soon take away its customers.

The Lady Sheaffer pen and fashion accessory is the latest result of the constant research our company carries on to meet the challenge of competition.

A new product, or any change, doesn't come about by chance. The Lady Sheaffer pen represents many hours of market analysis, testing, checking and rechecking.

It began last fall, when extensive research projects were launched to determine women's attitudes about writing instruments. These included three formal research projects and 30 informal market surveys. It was known that the electric shaver industry had nearly doubled its sales by introducing women's styles, and that the wallet industry increased sales 150 per cent by introducing women's items. The experience of these industries in-

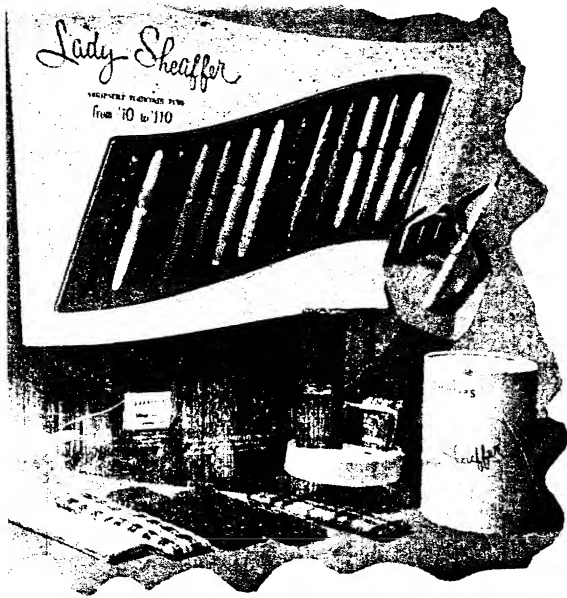
dicated that there was a market for a pen designed exclusively for women.

The research projects were aimed at determining what women wanted in color, design, mood, fashion, value, convenience, construction and gift selection. When they were completed, they represented 380,000 different items of information, punched on 20,000 IBM cards. The projects were done in cooperation with one of the nation's largest advertising agencies, Batten, Barton, Durstine & Osborn, and agency officials have said the studies are among the most extensive with which BBD&O has been associated.

The surveys showed that women generally considered so-called women's pens to be nothing more than reproductions of men's writing instruments, and that their fashion interest is centered in fabrics, costume jewelry and accessories.

From such facts, the Lady Sheaffer Skripsert fountain pens were developed. They include all of the features the research projects showed women wanted.

Sheaffer's Review



High Fashion Comes to the Pen Industry

LAST MONTH, for the first time in history, fashion editors of leading newspapers and magazines were invited to a press premiere for a new writing instrument. It was no mistake, for high-fashion had come to the pen industry. The new product was news on the women's pages as well as in the customary business and industry columns.

The press premiere marked the announcement to the world of the Sheaffer Pen Company's dramatic fashion accessories, the Lady Sheaffer collection. It is the first complete assortment of writing instruments to be engineered and designed expressly for women, and it is the first that has ever qualified for promotion and sale in the fashion accessory field.

For the Sheaffer company and its employees, introduction of the Lady Sheaffer Skripsert pens is another industry milestone. It follows long months of research and development,

and it establishes completely new markets for the company and its dealers.

It is fitting that the Lady Sheaffer collection should come on the 50th anniversary of W. A. Sheaffer's invention of the self-filling fountain pen. It was in 1908 that Mr. Sheaffer changed the entire concept of writing instruments. In 1958, the Lady Sheaffer pens are a fitting tribute to a half century of progress in the industry, led by the company he founded.

The new writing instruments—fashion accessories will make their general appearance in America's stores and shops on April 28. A complete collection of 19 models in basic colors of gold, silver, jet, ivory, periwinkle and mandarin red will go on display, and there will be sales outlets that fountain pens have not had before—costume jewelry counters, fashion shops, cosmetic departments, bridal gift and accessory departments, in addition to stationery and pen departments.

Patterns for the Lady Sheaffer collection are taken from fine fabrics, including tweed, corduroy, paisley, tulle, moire, brocade, spun silver, petite point, damask and matelasse. Many models have decorative bands and brilliants. Nibs are available in medium, fine, shorthand and extra fine gradations. They feature easy filling, using Skrip cartridges.

Packaging for the Lady Sheaffer pens is as different as the product itself. They will be displayed and sold in high-fashion gift boxes of gray suede finish, much like that now used for precious perfumes. A purse case for the pen and a matching pouch for a reserve supply of Skrip cartridges are included with every model. They are made in 11 contemporary, matching fabrics. The pens have no clip, since Sheaffer research showed that women prefer not to have them, but the purse cases are designed to clip inside a purse, on a writing pad, in a note book,

(Continued on Page 6)

ANNOUNCEMENT OF the Lady Sheaffer pen was greeted with enthusiasm at sales meetings held in New York, New Orleans, Chicago and San Francisco. Members of the eastern division sales force are shown in the picture below. AT THE right, Betty Faulkner, merchandising editor of Vogue magazine, and Ed Buryan, Sheaffer's vice-president of marketing, examine the lead-off ad in one of the most intensive advertising campaigns the writing instrument industry has ever seen. Scheduled for the May issue of Vogue, it will be the first major pen ad to run in a high fashion magazine.



Chemist Bob Casey is Author of Book

A new book on effective communication of technical subjects has just been published by the Reinhold Publishing Corp. In the age of earth satellites and atomic energy, where scientific information has taken on increased significance for all of us, the appearance of such a book would be interesting in itself. But the event is particularly newsworthy from the Review's standpoint, since the author is Sheaffer's chief chemist, Bob Casey.

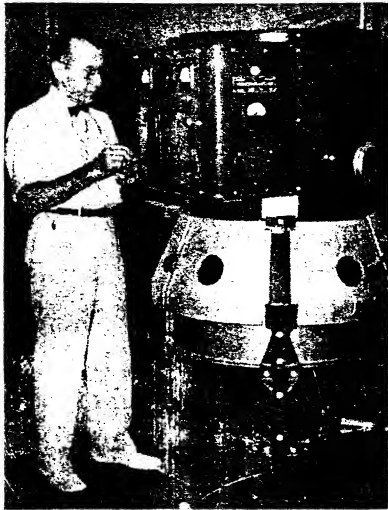
Bob is no beginner so far as writing is concerned—he is co-editor of the book "Punched Cards," and the

author of over 30 articles and chapters in books and encyclopedias—but this is the first complete book he has written.

Called "Oral Communication of Technical Information," the book is designed as an aid for science speakers. It covers such subjects as organization of material, delivery of formal and impromptu speeches, how to talk science to laymen, and common errors in the speech writing of chemists and engineers.

Bob began working on it early in 1955, although he had been collecting information for a number of years.

"I did most of the writing during the early morning hours, between 5 and 7 a.m.," Bob says. "That's a wonderful time to work."



Bob Casey in Sheaffer lab.

Activities Committee Named at Mt. Pleasant

Five employees at the Mt. Pleasant plant have been appointed to represent their departments on the activities committee for the coming year. They are:

Virginia Meinsen, First Floor Production; Edna Martin, Second Floor Production; Shirley Hatton, Inspection; Frank McMurtrey, Engineering, and Edward Long, General Factory.

Virginia has been elected chairman and Edna is the secretary.

Employees Selected As Tour Guides

When visitors come to Fort Madison, they very often include on their schedule a tour of our main plant. During 1957, for example, 1,741 persons were shown the skill and workmanship that goes into the world's finest writing instruments.

The success of these tours, and the impressions that visitors get of our company, rest largely with those employees who act as guides. At present, the following employees have been assigned to conduct tours by their department managers. The first seven on the list are new, and during March they participated in training sessions conducted by John Masterpole of the Personnel department.

Regular Tours

Peryl Kress, Polishing and Plating; Al Krueger, Pencil; Elaine Davis, Tool Room; Alice Rasmussen, International; Shirley Theim, Public Relations; Hazel Jo Allen, Plastic Fab; Martha Rauscher, Stenographic; Bob Gibbs, Pen Assembly; Walt Schmidt, Desk Stand; Thelma Emerson, Service; Ray Magel, Shipping. (In addition, guides will be supplied from the Production Control department as requested.)

Special Tours

Carl Hundt, Methods; Ted Wentz, Occupancy; Frank Worden, Jr., Inspection; James Logsdon, Inspection; Frank Lowery, Inspection; Joan Laughlin, Inspection; J. W. Mosena, Service Correspondence; Walter Weber, Service; Fred Wagner, Service.

In the food and fellowship departments, employees at the Mt. Pleasant plant more than hold their own.

The pictures below were taken at a plant dinner, held by the employees in honor of Paul Thon, tool room foreman, who retired in February. The left picture shows some of the food (pie department). The two employees in the foreground are Gladys Hills and Hope Fitch. On the other side of the table are (from the front) Iliff Shumaker, Elmer McDorman and Harold Emdia.

Paul's fellow employees gave him a bible, set of cuff links and tie clasp. In the accompanying picture, Plant Manager Charley Sowers (right) makes the presentation.

Herbert Brase has been promoted to the position of tool room foreman to replace Paul. Before assuming his new duties, Herb was a tool and die maker at Mt. Pleasant.



Mt. Pleasant Employees

Have Dinner

For Paul Thon



Basketball is making a comeback on the list of sports activities in which Sheaffer employees participate.

This winter, for the first time in over 10 years, Sheaffer teams have been playing regularly scheduled games against opponents from the Fort Madison area. A men's team, the White Dots, had compiled a fine 11-3 record as this issue of the Review went to press. The Sheaffer Girls had done a good job against long-established, more experienced teams.

And, if current plans work out, the cage sport will provide more and better thrills next season. The possibility of forming leagues is being studied, and this would result in even tougher schedules for both the White Dots and the Sheaffer Girls.

Games for the White Dots are being arranged this year by Darrell Siegrist, Service, who also is coach. The girls' schedule has been set up by Shirley Hughes, Accounting, who serves as the team's business manager. The coach is Gene Vose, Tool and Die, a member of the White Dot squad, and the captain is Ann Miller, Planning.



GIRLS' BASKETBALL does nothing to further the widely accepted idea that women are only good spectators when it comes to sports. The action shot above is a good example. The members of the Sheaffer Girls quintet are (left to right) Ann Miller, Suzie Kincoid and Martha Ellison.

MEMBERS OF the girls' team get in some practice shots before a recent game at the clubhouse. Left to right are Suzie Kincoid, Charlotte Tague, Lois Fine, Martha Rauscher, Martha Ellison, Diana Rider, Ann Miller, Mary Etta Smoot, Betty Calvert, Gaila Martin and Marlene Richers.

HARRY NIECE tries a freethrow for the men's team, the White Dots, during a game with the Richards Clothing team of Keokuk. Other Sheaffer players are (left to right) Pat Griswold, Bill Applebee and Bill Jerome.



Basketball Review . . .

Men's, Girls' Teams

Meet Area Opponents

3 Employees Retire . . .

Their Combined Service Totals 95 Years



Wilbern Gee
Screw Machine Dept.



Maynard Lowe
Sales Department



Charles Campbell
Plastic Fab Dept.

AMONG THE long-time Sheaffer employees who retired in February are Wilbern Gee, Screw Machine department; Maynard Lowe, Sales department, and Charles Campbell, Plastic Fab department. Their combined service totals 95 years.

Wilbern, who was an employee for 37 years, started as a vault attendant in the Pencil division. During World War II he was in charge of tools and records in the Screw Machine division, and after the war he became a production dispatcher in the Screw Machine department.

He hasn't made special plans for the future. "I might do some fishing this summer," he says, "but right now I'm catching up on work around the house."

Maynard joined the Sheaffer Sales department in 1934. He is living in California, which was his sales territory.

Charley was a centerless grinder operator during all of his 34 years with the company. These large grinders were originally in the Radite department, but are now located in Plastic Fab.

"I might do a little traveling and visiting this summer, or when it gets warmer," Charley says. "I'm going to take life easy and enjoy myself—come and go as I please. I enjoy photography, and I plan to take a lot of pictures."

Lady Sheaffer Pen . . .

New Fashion Accessory is Announced

(Continued from Page 3)

a pocket, to a belt or on a desk calendar pad. Even to this detail, the Lady Sheaffer pens meet the requirements of a fashion accessory.

On April 27, the company will launch one of the most heavily concentrated ad programs in its history. Fashion magazines, general magazines and Sunday newspaper supplements will be used, including Vogue, Mademoiselle, Life, Readers Digest, The New Yorker, Ebony, This Week and Parade.

And so high fashion has come to the world of writing instruments. For

the first time, there is a fountain pen of fine quality that women can claim as their own . . . The Lady Sheaffer Skripsert fountain pen.

It joins the self-filling fountain pen, Skrip and its top-well bottle, Sheaffer's Snorkel fountain pen, "TM" thin model styling, the fountain pen desk set which keeps the point moist and ready for use, the sterling silver tipped Skripwriter ballpoint with real Skrip ballpoint writing fluid and the many other firsts that have made the Sheaffer name famous throughout the world for quality and precision writing instruments.

Recipe for
Cup Cakes

FRUIT TOPPING FOR CUP CAKES is a fine touch for spring. To 3 tbsp. of soft butter or margarine, add 2½ cups of powdered sugar, 1 tbsp. lemon juice and 2 tbsp. syrup from canned pineapple, beating well with spoon or electric mixer after each addition. Stir in ¼ cup of drained, crushed pineapple; beat with spoon. (It may be necessary to add a little more powdered sugar, depending on how thoroughly you drained the pineapple.) Spread on cool cake. This amount is sufficient for 12 medium-sized cup cakes or one square cake.

* * *

FISH STICKS WITH SPANISH RICE

Arrange 1 package frozen fish sticks on a baking sheet and follow directions on package for cooking. Serve on a platter with Spanish rice, made as follows:

- 1 onion, finely chopped
- 1 green pepper, finely chopped
- ¼ cup diced celery
- 4 tablespoons butter
- 2 cups cooked tomatoes (No. 1 tall can)
- 2 teaspoons salt
- ⅛ teaspoon pepper
- 3 cups cooked rice.

Saute onion, pepper and celery in 4 tablespoons butter until yellow in color. Add tomatoes, salt and pepper and cook slowly about 15 minutes. Stir in 3 cups cooked rice. Heat through. Garnish with pepper rings and arrange on a platter with fish sticks.

* * *

A MONTH OF SUNDAES

It's always ice cream time, but this tasty product is most popular when warm weather sets in.

There's no limit to the kinds of sundaes you can serve. Vary the sauce, the topping or the ice cream and you can have a different sundae every day.

Turning instant pudding into delicious sundae sauces is a snap. They require no cooking (a nice thing to remember when the weather's warm).

COFFEE-SCOTCH SAUCE

Stir 1 package of instant butterscotch pudding into 1 cup light corn syrup. Stir in 1 teaspoon of instant coffee dissolved in 2 tablespoons water. Makes about 1¼ cups.

PRALINE SAUCE

- 1 cup light corn syrup
- 2 tablespoons molasses
- 1 package instant butterscotch pudding
- ⅔ cup chopped pecans
- 2 tablespoons water

Combine corn syrup and molasses. Stir the instant pudding into the corn syrup mixture. Stir in nuts and water. Makes about 2 cups.

SCOTCH-MALLOW FLUFF

Stir 1 package of instant butterscotch pudding into 1 cup light corn syrup. Stir in 2 tablespoons of water; then gently stir in ½ cup marshmallow cream. Makes about 2 cups.

Bowling Review . . .

Laboratory Team Wins in Men's League

QUESTION: What do you think of our new product, the Lady Sheaffer Collection of pens—fashion accessories?



NORMA RUDE, Gold Nib—I think they are wonderful, and I believe people will really go for them. We have to keep up with the times, and they certainly go well with the new lipsticks.

WALT STIMPSON, Tool Room — The Lady Sheaffer is the most decorative pen we have ever made. I think it has a lot of merchandising possibilities because of the sameness between the finish of the pens and fashion lipsticks.



SHARON CARR, Plastic Fab—I think they are very pretty, and anyone would be proud to have one. They should be very popular with women.



BOB CONSBROCK, Drafting—The Lady Sheaffer pens will be very applicable for use in a woman's purse. They are strictly feminine all the way.



HELEN MUERHOFF, Accounting—I think they're wonderful. They really came up with a good idea. There hasn't been anything like them before. I would love to have one myself.



JOHN MOFFITT, Service—They look good. I think they should sell very well. They certainly should appeal to women. I know my wife likes them.



As this story is written, Sheaffer bowling action is swinging into its final stages, with only singles and doubles play in the men's tournament to be completed.

In regular men's league play, the Laboratory team took first place with a 41-22 mark and had the high team series, a 2646. Clarence Cowles, Tool & Die, rolled the top individual series, 637, and posted the high average, 178. Grover Senf, Tool Room, had the high individual game, 244, and the Tool Room quintet led the teams with a 908 game.

Members of the winning Laboratory team are Ernest Pezley, Bob Consbrock, Harold DeVol, Roy Neal, Malcolm Evans and Orv Richardson.

The top six bowlers comprise an all star team that will represent the league in a tournament at Muscatine in April. They are Cowles; Richardson; Consbrock; Jack Richmond, Tool Room; Ernest Klesner, Service, and Nelson Weaver, Tool & Die.

The league standings follow:

TEAM	WON	LOST
Laboratory	41	22
Service	34	29
Tool & Die	34	29
Gold Nib	33	30
Tool Room	32	31
Pen Assembly	30	33
Office	26	37
Plating	22	41

High Individual—3 Games

Clarence Cowles, Tool & Die	637
Roy Neal, Laboratory	616
Lewis Pool, Tool & Die	614
Nelson Weaver, Tool & Die	605

High Individual Games

Grover Senf, Tool Room	244
Clarence Cowles, Tool & Die	235
Bill Stemple, Tool Room, & Lewis Pool, Tool & Die	234

High Individual Averages

Clarence Cowles, Tool & Die	178
Orville Richardson, Pencil	176
Robert Consbrock, Drafting	174
Jack Richmond, Tool Room	172
Ernest Klesner, Service	165
Lewis Pool, Tool & Die	162
Nelson Weaver, Tool & Die	162
William Stemple, Tool & Die	161

Women's Bowling Winners Named

Prizes to winners in the Sheaffer women's bowling league and in the women's tournament were awarded at the annual banquet, held in the clubhouse last month.

The Cashiers department team, shown in the top picture, took team honors in the tournament with a 2718 total. Accounting finished second, with 2690, and Metal Fab was third, with 2527.

Audrey Edlen and Jeannie Watson won the doubles prize, with 1098. Flo Fickel and Pat Moeller were second, with 1093, and Betty Chock and Lorena Wilcox took third place, with 1038.

Jeannie Watson hit a 577 total to take first place in singles. She was followed by Mary Jo Beimer, 576; Lorena Wilcox, 575, and Jackie Cline, 560.

Lorena Wilcox won the all-events competition with 1597, a feat she also accomplished in the city bowling tournament.

In regular league play, the Gold Nib team posted top honors. High league averages were rolled by Lorena Wilcox, 166; Betty Chock, 153, and Flo Fickel, 137.



Left to right, Jeannie Watson, Plastic Fab; Mary Jo Beimer, Accounts Receivable; Nancy Everingham, International; Jackie Cline, Cashiers; Evelyn Culp, Payroll.

Left to right, Jeannie Watson, Plastic Fab; Audrey Edlen, Traffic; Flo Fickel; Pat Moeller, Gold Nib; Lorena Wilcox, Gold Nib; Betty Chock, Executive.

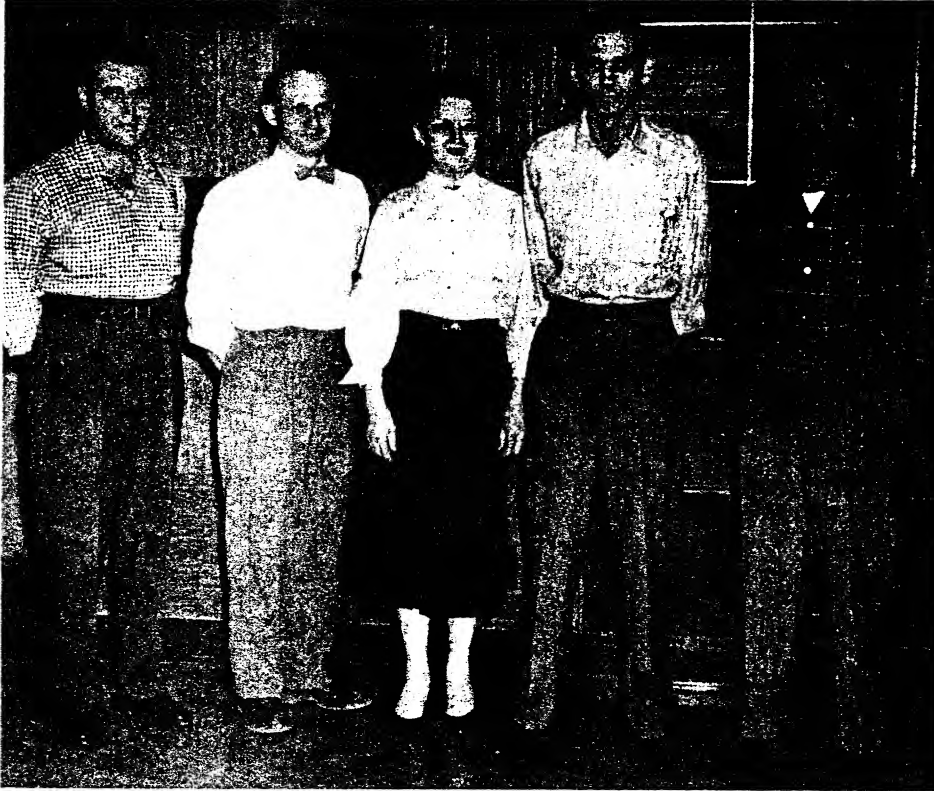


W. A. SHEAFFER PEN COMPANY
 311 Avenue H
 Ft. Madison, Iowa
 Return Postage Guaranteed

M. Madine Cochran
 1323 Ave. D
 Ft. Madison, Iowa

Bulk Rate
 U.S. POSTAGE
PAID
 Ft. Madison, Iowa
 PERMIT No. 12

New Activities Committee Plans Program



Members of the new activities committee are now setting up a program and budget for the coming year. The first event was a free bingo party, held March 21 at the clubhouse under the direction of the Centralized Inspection department.

Members of the new and the previous year's committees are shown in the picture above. Powell Taapken (left) and Dave Hug (second from left) were on the 1957 committee. Osa Wilsey (center), Bob Gibbs (second from right) and Gene Davis (right) form the new committee. Osa was also a member last year.

Sheaffer Pen May Have Saved Explorer's Life

Most of us don't get shot at very often, but if one of your relatives or a bill collector is out to get you, it might be a good idea to always carry a Sheaffer pen or pencil in an inside pocket. The following story, sent from our offices in England, provides another example to go with the deputy sheriff incident described in an earlier issue:

"Tom Stobart, the explorer, who is now in the Westminster hospital, London, with bullet wounds in both legs, has sent in his Sheaffer pen for repairs.

It was smashed by what would appear to be a bullet.

"During Stobart's recent expedition to Ethiopia, his native guide went berserk with a .45 automatic. After being hit, Stobart says he dodged behind a tree and played a tense game of 'hide and seek' with the gunman, who kept saying, 'come out, I won't shoot.'

"Stobart was more fortunate than Frederick Piffard, the film producer, who was shot in the head and chest and who could not be moved from an African hospital.

"Stobart was also carrying a knife, but it could be that his life was saved by the pen deflecting the direction of the bullet."

Service Anniversaries

— 20 YEARS —

Florence Amborn—Wrks. Mgr. Ofc.

— 15 YEARS —

Velma Hasenclever—Service
 Dorothy Brewer—Cashiers
 George Ellis—Pencil

— 10 YEARS —

M. Jean Coppage—Insp.
 Fred Wagner—Service
 Edward Yager—Engineering
 Helen Henry—Plant No. 3
 Phyllis Jerrel—Plant No. 3
 Ralph Welcher—Plant No. 3
 Kenneth Myers—Plant No. 3
 Norman Schneider—Salesman

— 5 YEARS —

Arletta Muerhoff—Service
 Joan Gross—Accounting
 Richard Marriott—Org. Planning
 Paul Groh—Salesman
 J. Franklin Collins—Shipping
 Leo Auge—Occupancy

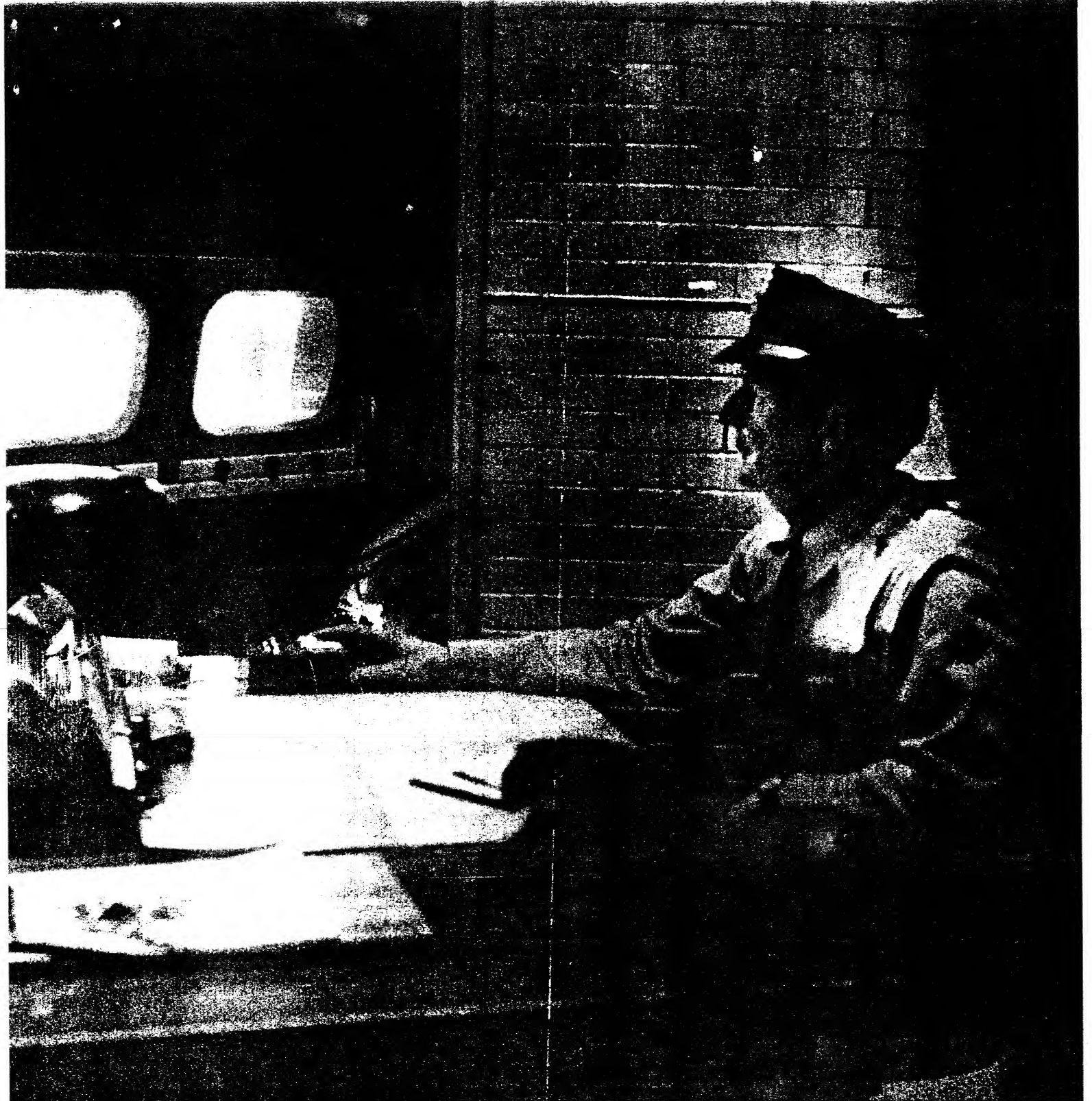
Want to Buy or Sell? Free Help is Offered

In examining past issues of the Review, the editor noticed that a classified ad section was briefly used and then discontinued.

We assume the reason was lack of response, but we feel that this feature could provide a useful service for Sheaffer employees, so we're going to give it another try.

If you have anything to sell, lease or give away, or anything you want to beg, borrow or steal, send the information to the Review Editor, Public Relations department. Include your name, and your address or telephone number.

We won't guarantee results, but we can point out that it's free. You can't get a better deal than that.



SHEAFFER'S

Review

MAY, 1958

Published monthly for the Employees and Stockholders of the

W. A. SHEAFFER PEN COMPANY

General Offices and Factories
Fort Madison, Iowa, U.S.A.

Fineline Division
Mt. Pleasant, Iowa, U.S.A.

Canadian Office and Factory,
Goderich, Ontario, Canada

Australian Office and Factory
Melbourne, Australia

International Division
Fort Madison, Iowa
Printed in U. S. A.

EDITOR - - - DICK PRIEBE

On The Cover

Television is a new and important part of our plant security system (see story on page 7). From the central guard station at our main plant, the watchmen on duty are able to observe and control two other entrances. The cover scene shows the TV monitors, on which continuous pictures of the entrances appear. The watchman is Bill Rupley. Our installation is one of the few of its kind in the midwest area, although industry is using television in a growing number of ways.

From the editor's notebook

APRIL 27 through May 3 was designated as 1958's Invest-in-America Week. This event always serves to point up basic but often misunderstood facts about business in our free enterprise economy.

For example, we were reminded of the misconception (more widespread than many suppose) that the dividends industry pays to stockholders are too large in relation to the wages and salaries paid to employees. The fact is that, while stockholders must get a satisfactory return on their investments, employees receive by far the greatest share of earnings. The U. S. Department of Commerce reports that, in 1957, American industry paid out between 19 and 20 dollars to employees as wages and salaries for every dollar it paid out to stockholders as dividends.

Another interesting fact, which ties in with this, is that each job in American industry is now worth \$17,000. That amount must be invested in tools, machinery, buildings and so on for every job industry provides. Money for plant and equipment, the \$17,000 per employee, must come, of course, from profits and from the money invested by stockholders.

Invest-in-America week also reminds us that it has become misleading to talk about those who work for industry (employees) and those who have invested in it (stockholders) as though they were two entirely separate groups. Anyone who has a savings account in a bank or who has purchased an insurance policy, among other things, is an investor in American business. His money is being used by industry to build new plants, purchase new machines and provide new jobs.

And for a large percentage of Sheaffer employees, there's an even more direct connection. Those who are eligible to put a part of their pay checks into the savings and profit sharing trust fund collectively own stocks and bonds in several dozen companies. The investments, which total several million dollars, are paying a return to Sheaffer employees in the form of dividends, which come from the profits of the companies, just as the dividends of Sheaffer stockholders come from our profits.

When you think things over, it becomes apparent that everyone benefits from the success of American industry.

We Cannot Stand and Wait

JOHN MILTON, the great English poet of the 17th century, ended one of his famous sonnets with this line: "They also serve who only stand and wait."

We're going to take the liberty of discussing this quotation in connection with the American business scene.

We are in the throes of a dip in the business cycle—a recession—in which sales, profits and employment in American industry have been heading downward. It is a time when alarmists can frighten us into hasty, ill-conceived remedies. It is a time, we think, when American industry must demonstrate that, in our free enterprise economy, it is capable of meeting its own challenges.

In a time such as this, those whose responsibility it is to manage American businesses can make one of several decisions: they can stand still and wait for conditions to improve; they can reduce production until it is in line with slackened demand; or they can help to create greater demand by launching new products or improving and promoting old ones.

The latter course is obviously not the easiest. In the face of lower sales totals and reduced profits, there is less

risk in curtailment or inaction. But by the same token, management is failing to meet its full responsibility when it is easily persuaded to stand still or to move backward. Management's job is to move ahead, to make decisions that are aimed at providing the greatest future growth and opportunity.

The operations of the Sheaffer Company have been affected by the current recession. Both sales and profits have declined. But, as you know, we have launched a new product, the Lady Sheaffer pen, and a school promotion bigger than any similar program we have undertaken.

In spite of some talk by politicians, the fact is that our country is in pretty good shape. Bank deposits show that people have money. We feel it is up to industry to manufacture products customers want. When this is done, customers will buy.

That is the path we have chosen to follow. We're confident other industries will, too. And we are confident in America.

Our country didn't achieve the highest standard of living the world has ever known by standing still.

Advertising is . . .

Salesmanship in Print

Why does our company advertise its products? How is an ad created? What role do employees play in advertising? In this article, we've gathered some answers to these and other questions about Sheaffer's advertising program.

IN APRIL, the Sheaffer company began the biggest single advertising campaign in its history—one which describes how high fashion has come to our industry in the form of the Lady Sheaffer collection of Skripsert fountain pens.

Why is this campaign being carried on? Or why, in the past six years, have dozens of ads about our Snorkel pen appeared in leading magazines and newspapers? Why, in fact, does the company spend money at all to advertise?

There's One End Result

The answer is, of course, that advertising helps us to sell our products, and to sell products, principally writing instruments, is the reason the Sheaffer company is in business. The job of every Sheaffer employee is aimed at a single end result—sales. The formula is clear-cut, and it applies to every company in America: If we are successful in selling our products, we make a profit and stay in business. If we do not sell our products, or enough of them, we cannot continue to operate.

The need for advertising as a selling force is increased many fold in a free enterprise economy, where a company competes with numerous others for sales. The customer has a choice. When

he wants a fountain pen, for example, he may buy a Sheaffer pen, or he may buy one manufactured by Parker, or Waterman or someone else. This customer choice is, of course, all to the good. But it means that companies which make the best product, and work most effectively at selling it, are the ones which succeed. All companies in the writing instrument industry annually spend in excess of 10 million dollars in their efforts to win customers.

Effective advertising helps to sell Sheaffer products in several ways. First, it arouses interest on the part of the buying public; second, it creates a preference for our products in the minds of customers; third, it tells Sheaffer dealers about our products, enabling them to do a more effective selling job; fourth, it helps our salesmen to tell the story of Sheaffer products to dealers.

Budget is Carefully Prepared

For Sheaffer's Advertising department, as for any advertising department, the great challenge is to insure that every penny of the budget is spent as wisely and effectively as possible. The number and type of ads which appear in a given period of time, and their creation and placement, are all matters which receive the most careful sort of planning.

Work on Sheaffer's advertising budget for 1958 was started last fall. Working closely with E. F. Buryan,

JOYCE PAPPAS (left) checks the file of photographs and advertising mats to select material that will be sent to dealers and salesmen for use in local promotions of Sheaffer products. Eileen Wardlow works on correspondence that goes out regularly to dealers, salesmen and the various media in which the company advertises, including magazines, newspapers, radio and television programs.



SHEAFFER'S advertising program is formulated by Advertising Manager Pete Karle (left) and Assistant Manager Bob Stein. Here they examine some of the more than 40 layout ideas which were prepared before the first ad for Lady Sheaffer pens was decided upon.

vice-president of marketing, Advertising Manager G. P. (Pete) Karle and Assistant Manager Bob Stein allocated the budget by product. This allocation was based primarily on what dollar amounts they believed were needed to help achieve sales goals. Timing of the expenditures was planned after close consultation with Glen Davidson, merchandising manager, and Gene Troy, sales manager.

Recommendations were also made by the company's advertising agency, Batten, Barton, Durstine and Osborn. The final budget is reviewed frequently and compared with sales figures so that necessary adjustments can be made.

For 1957, 50 per cent of Sheaffer's ad budget went into television, with magazines getting 33 per cent and newspapers most of the remainder. For this year, less has been scheduled for television and more for magazines, primarily because of the introduction of Lady Sheaffer pens, where the story can best be told by utilizing four-color magazine reproductions.

3 Factors in Media Selection

Advertising media are selected with three principal factors in mind: (1) the market we want to reach; (2) the type of product being advertised; (3) price range of the product. For our Skripriter ballpoint pens, for example, the market includes anyone who is able to write; a wide range of media are satisfactory. For Lady Sheaffer pens, a fashion accessory in a higher price range, it is necessary to be more restrictive.

(Continued on Page 5)



Essential Skills Developed Through Apprentice Training

For many years, our company has conducted apprentice training programs in tool and die making and mechanical drafting. At first, these programs were set up on an informal basis, but they have grown in importance until, today, they follow a carefully prescribed outline.

The establishment of Sheaffer's Tool and Die division six years ago created an increased need for on-the-job training in this area. To compete most effectively for outside customers, the division must have a growing number of employees who are skilled in the operation of precision machines.

The training is important to the apprentices, because the number of skilled jobs in the tool and die industry, as in every industry, has steadily risen. In the



LEFT TO RIGHT are Phillip Schwartz, Thomas Hancock, Donald Stevens, Gene Vase, Apprentice Shop Instructor Ed McKiernan (standing), Bernard Bengston, Willard Brown, Hoyt Irwin, Frank Gillett, David Barnes, Oren White and Bob Saar.

future, more and more jobs will call for special skills.

The employees now in the apprentice training program at the Tool and Die division are shown in the picture above, in a class being conducted by Apprentice Shop Instructor Ed McKiernan. Apprenticeship in this program lasts four years, and includes 8,000 working

hours. After completing the course, the apprentices receive certificates and become fully qualified tool and die makers. Apprentices are selected on the basis of age, education and personal qualifications. The number who receive training at any given time depends on the needs of the Tool and Die division.



BEFORE THE large number of spring and summer tours began, John Masterpole of the Personnel department (right) conducted training sessions for new Sheaffer guides. In this picture (left to right, first two rows) are Alice Rasmussen, Elaine Davis, Peryl Kress, Hazel Jo Allen, Martha Rauscher and Shirley Thiem (front row). The other two employees, Walt Schmidt (left) and Bob Gibbs, are among the experienced guides who assisted in the training.



TED WENTZ shows a part of the visiting group through the Metal Fab department. The employees are Elvia DeVol (left) and Peg Couchman.

Guided Tours . . . Sheaffer Hospitality in Action

During the spring and summer months, frequent requests for tours are processed by the Public Relations Department. They come from many types of organizations, representing a wide range of age groups and located throughout Iowa and surrounding states.

The pictures below were taken when one such group—the Future Homemakers of America from West Liberty, Iowa—toured our plant late in March. The tour had been arranged by the Public Relations Department several weeks before, and enough guides to properly handle the visitors had been selected by John Masterpole of the Personnel department.

When the day came, the young people saw Sheaffer hospitality in action. And, of course, they also saw why Sheaffer writing instruments are the best in the world.



VISITORS FROM the Future Homemakers of America, West Liberty, Iowa, arrive at the main plant and are greeted by their guides and by John Masterpole of the Personnel department (right). The guides (center of the picture, left to right) are Ted Wentz, Carl Hundt, Henry Rippenkroeger, Frank Worden, Leon Lewis, Martha Rauscher, Hazel Jo Allen and Peryl Kress.

Advertising Helps To Sell Our Products

(Continued from Page 3)

In addition to those mentioned before, two factors enter into the selection of media. The Advertising department looks for the best buy—where we will get the most for our advertising dollar. And, depending on the timing for an ad, a choice is made between monthly, weekly or daily publications. The effectiveness of media is periodically checked by using different types in different locations and then examining sales results.

Two Advertising Categories

Sheaffer advertising falls into two broad categories—consumer advertising and trade advertising. The first of these makes up the bulk of the advertising schedule. But to keep dealers informed about what the company is doing in their interests, Sheaffer advertises regularly in trade journals for stationers, druggists, jewelers and department stores. Such ads are supplemented by servicing to dealers of free ad mats, TV scripts and radio spot announcements, enabling them to follow up locally on Sheaffer's national advertising campaigns.

In the creation of a particular ad, three things are stressed: (1) quality; (2) what the product offers that the customer wants; (3) what the product has that our competitors' products do not. Every effort is made to explain these factors as dramatically as possible.

The introductory ad for Lady Sheaf-

The Best Selling Point Is Quality

The quality of Sheaffer products is an element in every Sheaffer ad. That's because quality is No. 1 in importance. All the ads in the world won't be effective if the product doesn't satisfy the customer. When you can advertise quality, and know that you're right, you've got the best selling point there is on your side.

fer pens provides an example of the planning that often precedes publication. Over 40 different layouts and copy slants were prepared by BBD&O, then sifted down in meetings with our advertising, marketing and sales personnel. The work started last November, and a final selection was made in January.

The ad selected, as you know, contains an illustration of a gloved hand. It is not just another illustration. The fashion department of BBD&O contacted leading glove manufacturers to determine what the outstanding spring color would be. The glove is that color. Further, the style is that of an Italian firm known as a manufacturer of the world's finest gloves.

The above, incidentally, is an example of the type of service provided the Sheaffer company by BBD&O. In addition to supplying art work and copy for ads, the agency's highly-trained staff provides valuable help in such areas as market research, product testing, merchandising and sales.

Agency Conducts Survey

Last fall agency representatives conducted a survey to provide information on the Sheaffer company's position in the writing instrument industry. Over 5,000 families were interviewed. The final report covers every phase of customer attitude about writing instruments, and provides the company with a valuable basis for future planning.

Because it concerned a new product, where it is important to keep information from reaching our competitors, the Lady Sheaffer ad could not be pre-tested. With established products, tests are run to determine the effectiveness of ads before the actual campaign begins. These include headline tests, where the same ad is run with two different headlines, and split run tests, where an ad is run only in certain copies of a publication, pre-chosen as to the area they will reach. In many of these test ads, offers for free booklets, etc., are made, so that reader re-

PR Department Sent Out 67 Feet of Information

How many pamphlets, brochures and booklets does it take to make a stack 67 feet high?

Using the dimensions of those processed by Sheaffer's Public Relations Department, it takes 40,229.

That's the number of such items the department sent out during 1957 in answer to requests for information about the company and its products. The average was well over 100 per day.

And, if comparisons are an indication, services such as this are succeeding in creating greater interest in our company. The number of these requests handled by the Public Relations Department has increased five times since 1954, when just over 8,000 information pieces were mailed.

action can be judged by the number of replies.

This, briefly, is the story of Sheaffer's advertising program. It has many phases, but the important thing about advertising is that it helps us to do the selling job.

Trading Post

WANTED: Old cast iron toys, preferably automobiles, trucks, wagons, horses. Also any leads on antique automobiles produced previous to 1920, or Packard touring cars up to 1934. Would like to get equipment for old fire truck. Must be reasonable: preferably free. Richard Higgins, 407 S. Walnut, Mt. Pleasant.

WANTED: Old kerosene lamp. Contact Tom McDonnell, Avenue B and Second st.

FOR SALE: Light blue pin stripe suit, medium. Waist 32; length 31. Cleaned, pressed, read to wear. Price, \$15. Phone 1294J.

WANTED: Have 8-power, center focus, color-corrected binoculars, with case. Want to trade for twin-lens reflex camera with flash, of equivalent value. Powell Taapken, Engineering department, Plant 1.

Bowling Review . . .

Men's Tournament Winners Listed

Following is a complete list of winners in the 1958 Sheaffer Men's bowling tournament:

TEAM EVENT

First place—Pen Assembly, 3042 (Tom Gilman, Howard Criswell, Wayne Hughes, Raleigh Hensley, Al Hetzer; top series rolled by Gilman, with 690).

Second place—Gold Nib I, 2974 (Les Moore, Leo Mathena, Pat Griswold, Frank Griswold, Kenny Mason; top series rolled by Moore, with 642).

Third place—Laboratory, 2902 (Ernest Pezley, Malcolm Evans, Harold DeVol, Bob Consbrock, Orv Richardson; top series rolled by Richardson, 634).

Fourth place—Plating, 2900 (Harry Wehmeyer, Leo Zumdome, Jim Page, Harold Moore, Henry Rippenkroeger; top series rolled by Wehmeyer, 600).

SINGLES

(1)—Jack Richmond, 640; (2)—Larson Watts, 633; (3)—Harold Moore, 632; (4)—Harold DeVol, 621; (5)—Al Hetzer, 614; (6)—Raleigh Hensley, 602; (7)—Bob Consbrock, 597; (8)—Wayne Hughes, 597; (9)—Butch Bartlett, 593; (10)—Tom Gilman, 587; (11)—Orv Richardson, 585.

DOUBLES

(1)—Orv Richardson and Malcolm Evans, 1217; (2)—Ernest Pezley and Bob Consbrock, 1216; (3)—Harold Moore and Henry Rippenkroeger, 1204; (4)—Wayne Hughes and Al Hetzer, 1201; (5)—Bob Auci and Leonard Frantz, 1185; (6)—Clarence Senf and Bill Stemple, 1184; (7)—Harry Wallis and Carl Riley, 1180.

ALL EVENTS

(1)—Tom Gilman, 1867; (2)—Wayne Hughes, 1854; (3)—Jack Richmond, 1848; (4)—Butch Bartlett, 1826; (5)—Orv Richardson, 1819; (6)—Al Hetzer, 1807.



TEAM CHAMPION—Members of the winning Pen Assembly team are (left to right) Tom Gilman, Howard Criswell, Wayne Hughes, Raleigh Hensley and Al Hetzer.

NEWS NOTES

The Laboratory team, winner in the Sheaffer men's bowling league, is currently in 10th place in the team tournament conducted by the Casino Lanes, Quincy. About 400 teams from Iowa, Illinois and Missouri entered the tournament, which is not completed at this writing.

The team posted a 3040 total (including handicap), led by Bill Stemple's 552. Other team members are Clarence Cowles, Malcolm Evans, Ernie Pezley and Bob Consbrock. They appeared in the tourney on March 23.

A Sheaffer all-star team, composed of the six high-average bowlers in the men's league, last month competed in a doubles tournament being held at the Playmore alleys in Muscatine. The three doubles combinations were: Orv Richardson and Bob Consbrock; Jack Richmond and Ernest Klesner; Clarence Cowles and Nelson Weaver. Richmond and Klesner had the highest score, a 1224.

Four other Sheaffer bowlers also entered the tournament. They are Harold DeVol, Bill Kipp, Harold Moore and Henry Rippenkroeger.



INDIVIDUAL WINNERS—(Left to right): Tom Gilman, all-events; Malcolm Evans and Orv Richardson, doubles.

Strictly for Ladies...

BLACKBERRY ANGEL FOOD CAKE

This desert is pretty as springtime. It's easy to prepare.

- 1 angel food cake, 8 or 9 inch
- 1 12-ounce glass blackberry jam
- 1 package blackberry gelatin
- 1 cup boiling water
- 3 eggs, separated
- 1/8 teaspoon salt
- 1 teaspoon lemon juice
- 1/4 cup sugar

Split the cake into four layers and spread each layer with blackberry jam. Reassemble the cake and cover with a frothy coating of whipped blackberry gelatin, made as follows:

Dissolve blackberry gelatin in boiling water. Beat egg yolks until light. Slowly add hot dissolved gelatin, stirring constantly. Add salt and lemon juice. Chill until slightly thickened. Meanwhile, beat egg whites until foamy. Gradually add sugar and beat until mixture is stiff. Fold into thickened gelatin. Chill until mixture holds a soft peak. Frost cake. Chill about three hours before serving.

SHRIMP is an ideal hot-weather food. This little shellfish, with its delicate pink color, even looks cool.

GRILLED MARINATED SHRIMP

- 3 cloves garlic, finely chopped
- 1 medium onion, finely chopped
- 1/4 cup chopped parsley (optional)
- 1 teaspoon dried basil (optional)
- 1 teaspoon dry mustard
- 1 teaspoon salt
- 1/2 cup olive or peanut oil
- juice of 1 lemon

Let the shrimp marinate in this mixture for several hours. Place shrimp on a grill over hot charcoal. Grill five to 10 minutes, depending on the size of the shrimp.

COFFEE TAPIOCA PARFAIT

Here's a desert that's delicious and easy to make.

- 1 egg, separated
- 5 tablespoons sugar, divided
- 2 cups of coffee beverage
- 3 tablespoons quick-cooking tapioca
- 1/8 teaspoon salt
- 1/4 teaspoon vanilla

- 1 cup heavy cream, whipped
- chocolate syrup
- chopped walnuts

Beat egg white until foamy. Add two tbs. sugar, singly, beating until mixture forms soft peaks. Set aside. Combine egg yolk with 1/4 cup coffee in sauce pan. Add tapioca, salt, remaining coffee and sugar. Stir over medium heat until mixture comes to full boil (5 to 8 minutes). Remove from heat, pour small amount on egg white mixture and blend well. Quickly stir in remaining tapioca mixture. Add vanilla. Cool; stir once after 15 minutes. Chill. Spoon alternate layers of tapioca mixture, whipped cream and chocolate syrup into parfait glass. Top with whipped cream and chopped walnuts. Makes 6 to 8 servings.

The Camera's Eye . . .

Television Helps Guard Main Plant

Which Sheaffer employees spend the most time each day watching television?

A few weeks ago, that question would have been difficult to answer. Now, it's a good bet that it's the watchmen who man the central guard station at our main plant.

Television is a new and important part of our plant security system. The program offers little variety and isn't listed in TV Guide, to be sure, but the magic of electronics now enables the watchmen to control three plant entrances from one location.

As many of you have undoubtedly noticed, television cameras are located at the east and west entrances to the main plant. They record continuous pictures of these entrances and send them over a closed circuit to monitors located at the Avenue "G" guard station.

For employees who haven't used either of the entrances, this is the way it works. When the TV camera records that an employee is approaching, the watchman at the central guard station pushes a button and automatically unlocks the door. A red light flashes on to give him an added indication that the door is open. As soon as the door closes and locks, the light

goes off. A two-way radio system connects the guard station with each of the entrances, and this adds a personal touch, allowing the watchmen and those entering the building to converse.

In the case of visitors, for example, the watchmen direct them to the main entrance. Or, if it's after working hours, persons the watchmen do not recognize are asked to check at the guard station.

The closed circuit television system was installed late in February, following a thorough investigation by Chet Sloan, who is in charge of plant security. Chet reports that the equipment has performed very well, except for minor lighting problems encountered at first. The cameras automatically adjust to slight light changes, but with our installation there was a marked variation between the inside and outside light. When stronger lights were placed inside, that problem was solved.

And so the marvel of television is reaching beyond the world of entertainment. Our installation is one example of the growing list of ways in which industry is utilizing TV in such areas as safety, quality control and plant protection.

Accident Total 40% Less Than in 1956

Sheaffer employees established a good safety record in 1957, reducing the number of lost-time accidents by 40 per cent, compared to the previous year. However, there was one severe injury during the year, resulting in a permanent disability.

During one four-month period (extending into January of this year) a total of 792,688 man-hours was worked without a lost-time accident. This is the longest accident-free period on record.

There were nine lost-time accidents during the year (one day or more off the job), compared to 15 in 1956. This represented a frequency rate of 3.5 lost-time accidents per million man-hours worked, two points under the 5.56 rate of 1956. However, it fell short of 1955's mark of six lost-time accidents and a 2.0 frequency rate, the best on record.

May, 1958

These figures were prepared by Safety Director Chet Sloan, who stressed that the safety awareness of all employees is the best means for preventing injuries to Sheaffer men and women and insuring that they don't lose take-home pay because accidents keep them off the job. "We can't be satisfied when there is even one accident during a year," he said. "Job safety is largely a matter of common sense, and every employee can help by always observing safety procedures."

Chet pointed out that those employees who serve on departmental safety committees play a particularly important role in the company's safety program. "Their weekly inspections enable department managers and the Safety department to take prompt action in eliminating hazards," he said. "In analyzing our safety records, we find that the best years are those in which committee members do a good job."

The Question Box

QUESTION: Why do you think our company advertises its products?



LYDIA FARMER, Pencil—We advertise to increase our sales. I think we have products worth telling people about. We do put out a good product, and we have a right to say so.

JOHN KIERSEY, Purchasing—Without advertising, our sales would be limited. The area in which our products were well known would be limited to that covered by word of mouth. Our salesmen don't have time to tell everybody about Sheaffer products.



THELMA BLAIR, Pen Assembly—Advertising enables people to form an opinion about what kind of products we are putting out. It tells them about quality, appearance, new products — like Lady Sheaffer pens.

WALTER SCHMIDT, Desk Stand—We advertise in order to tell people about our product and the quality we build into it. Quality is not accidental.



DORIS RICHERS, Sales — We advertise because we are proud of our product. When we have something new, it enables us to tell the public about it, and to let them know that we are trying to satisfy their needs.

BILLY SCHNEIDER, Shipping— We advertise to help create a desire for Sheaffer products on the part of the public. It wouldn't do us much good to manufacture a certain kind of merchandise if there were no demand.



5 Employees Complete 30 Year's Service



FIVE EMPLOYEES recently completed 30 years of service with the company and were presented with solid gold desk sets by Pres. W. A. Sheaffer II (fourth from left). The veteran employees are (left to right) Paul Lake, Gold Nib; Harold Billman, Engineering; Edith Frost, Service; Floyd Hartman, Tool & Die, and Howard Senf, Metal Fab.

Service Anniversaries

— 30 YEARS —

Paul Lake.....Gold Nib

— 25 YEARS —

Margaret Schmidt..... Shipping
Alice Rasmussen
..... International Division
Merle Stone I.B.M.

— 15 YEARS —

Laura Penn Shipping
Margaret Dues.... Gen. Adm. Oper.
Charles Sowers..... Plant No. 3

— 10 YEARS —

John Decker Tool
Thomas Cormick Plating
Harold Emdia Plant No. 3

— 5 YEARS —

Doris Bailey Pen Assembly
Elaine Cummings..... Pen Assembly
Georgia Watkins Pen Assembly
Audrey Lindsay Shipping

A Report on Lady Sheaffer . . .

Launching of New Pens is Highly Successful

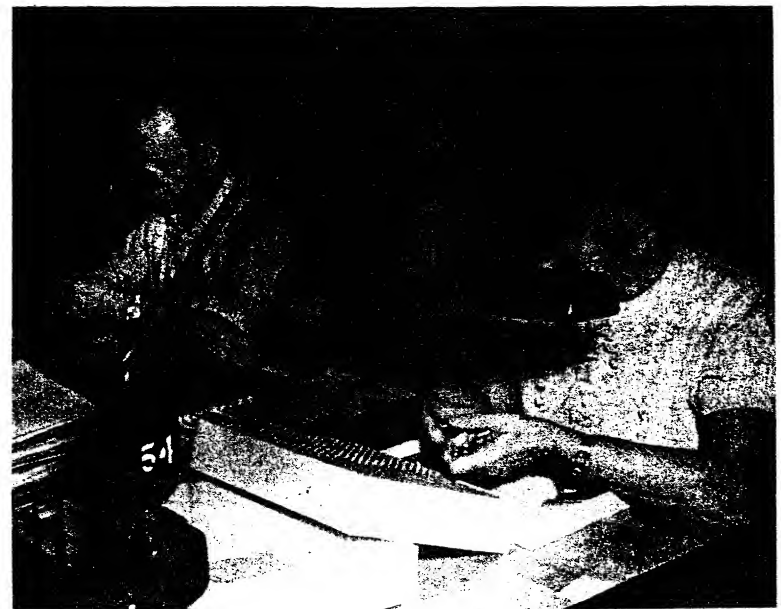
Reports up to this point show that the launching of our new Lady Sheaffer pens has been highly successful. They are now in full production, although initial work has been held up somewhat by slow shipments of material.

In many of the nation's leading stores, Lady Sheaffer pens received an especially enthusiastic reception. Examples: In a Chicago department store, they are being promoted in at least six departments, with multiple window displays; in a New York store, Sheaffer products are receiving three times the display space they previously had; a St. Louis store planned a store wide promotion with seven fashion window displays.

From the publicity standpoint, results have also been excellent. Following the press premiere, held March 20, newspapers, radio stations, television stations, trade publications and leading magazines across the nation carried stories about the new fashion accessories.

Movie houses and television stations carried a fashion newsreel featuring Lady Sheaffer pens.

Through the cooperation of Vogue magazine, Lady Sheaffer pens are being shown at the Brussel's World's Fair, which opened in April.



CAPS AND BARRELS for Lady Sheaffer pens are inspected by Paul Casper (left) and Rose Williams of the Quality Control and Inspection department.

SHEAFFER'S

Review

JULY 1958



On The Cover

As always, the annual picnic meant a big time for the youngsters. Mom and dad kept an eye on the threatening clouds and hoped the sun would come out. But the rain and cool breezes didn't bother the smallest fry at all. They played games, drank pop, rode the ponies, drank more pop and rode across the park on the special tractor ride, which was always crowded to the limit, as shown on the cover. The capable driver is Jim Scharpman. (More picnic pictures will appear next month, as well as pictures of employee golfers in action at the two big annual tournaments).

From the editor's notebook

IN HIS letter to all employees last month, President W. A. Sheaffer II pointed out that for some time the company has been carrying on detailed studies of the writing instrument market and using the findings to develop new and improved products that will help us to stay ahead of competing companies and maintain a leading position in the industry.

At the same time, the company has also been studying areas and products entirely removed from the writing instrument industry, searching for profitable ways in which we can expand and diversify our present operations. The acquisition of Maico Electronics last year was an initial result.

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This effort was intensified in May with the formation of a new products committee, composed of Wilbur Olson, patent counsel, chairman; A. A. Zuber, vice-president of manufacturing, and James Schier, research and development director. This group will actively seek new product ideas from sources throughout the United States and in foreign countries, study them to see if they can be adapted to our manufacturing skills and facilities, and make necessary recommendations to top management.

Sound diversification could greatly strengthen the position of our company and, as a result, the job opportunities for all employees. When a company's operations include the manufacture of completely different products, the effect of a slump in demand for any one product is lessened.

The change made last month in our suggestion plan (see story on opposite page) enables all of us to join in the efforts of the new products committee, to profit directly from acceptable ideas we may have and to participate in an additional way in shaping the company's future.

Job Security and a Pair of Shoes

WHENEVER AMERICA has a recession, or whenever there is an interruption in the economic growth that has given us the greatest standard of living in the world, a clamor begins for ways to take all such bumps out of the road of business.

This will never be done, at least not so long as we want to retain our freedom, and not so long as we want to earn more in less time and buy more for less money than anywhere else on earth.

We have a free enterprise economy, based upon competition between many companies making the same product. In the writing instrument industry, in the clothing industry, in the home appliance industry and in every industry, rival companies constantly try to outdo each other in giving customers what they need and want.

It is this competition and this freedom of choice for the customer which has sped our nation on a way of life beyond the dreams of people in foreign lands. But, at the same time, the very essence of free competition is risk—the constant risk of loss or disappointment. While opportunity is unlimited, there is never a guaranteed return for a company or its employees.

When this reality of our economic system strikes close to home, as it has in our industry and throughout the

nation in recent weeks, it is natural to wish that we could somehow avoid the risks, that we could have full employment and go full steam ahead at all times.

But if we eliminate risks, we must also eliminate competition and freedom. Instead of letting customers decide what they want and need, and instead of letting companies like ours vie with other companies to see who can best meet these wants and needs and, in the process, create a more abundant life for everyone, we must let the government decide what will be produced, how much of it will be produced, who will produce it, what it will cost and who will buy it.

Under these conditions, there are, perhaps, no bumps in the economic road. But it is a road that leads downward to poverty rather than to abundance. If we should want the government to protect us from the risks of free competitive enterprise, we must be ready to trade abundance and freedom for the security government can offer.

To know that this is true, we need only note this example: a Russian worker must be on the job six days to earn enough to buy a pair of shoes that would cost about \$12 in Ft. Madison.

He has guaranteed job security, but chances are he's got only one pair of shoes. And the world's biggest police force to keep him convinced "security" is what he wants.

Suggestion Plan Revised . . .

All Employees Eligible For New Opportunity To Turn Ideas Into \$

A change made last month in the company's suggestion plan has opened a whole new area for employees to cash in on product ideas.

The change covers suggestions for products we are not then manufacturing or selling. It gives *all* employees increased opportunity to participate in the company's program to diversify and expand our operations. Here's how it works:

If any employee suggests a new product in a then entirely new field, and if the product can be adapted to our operations, company representatives will discuss with the employee the payment for rights to its manufacture, use and sale on the same basis as negotiations are carried on with non-employees. The amount will be whatever the employee and the company agree is a fair price. (The range on payments for all other types of suggestions is \$25 to \$1,000).

All employees are eligible to receive payments for ideas that come under the new provision of the suggestion plan. However, when a new product in a new field has been accepted for manufacture or sale, supervisors and some technical and administrative employees are not eligible for suggestion awards in that field. The reason is that, in areas where we are then operating, product ideas are considered to be a part of their jobs.

The new provision will not apply if the new product idea has been conceived and developed on company time or with materials furnished by the company.

Employees Paid \$9,540 for Suggestions in 10-Year Period

In the 10-year period from 1947 through 1957, a total of \$9,540 was paid to employees for submitting ideas which contributed to the company's growth. One award during this period was for the maximum amount of \$1,000. Other suggestion payments have ranged from \$300 to \$700.

Employees submitted 434 suggestions during the 10 years, and 96—or 22 per cent—resulted in awards for the suggestors.

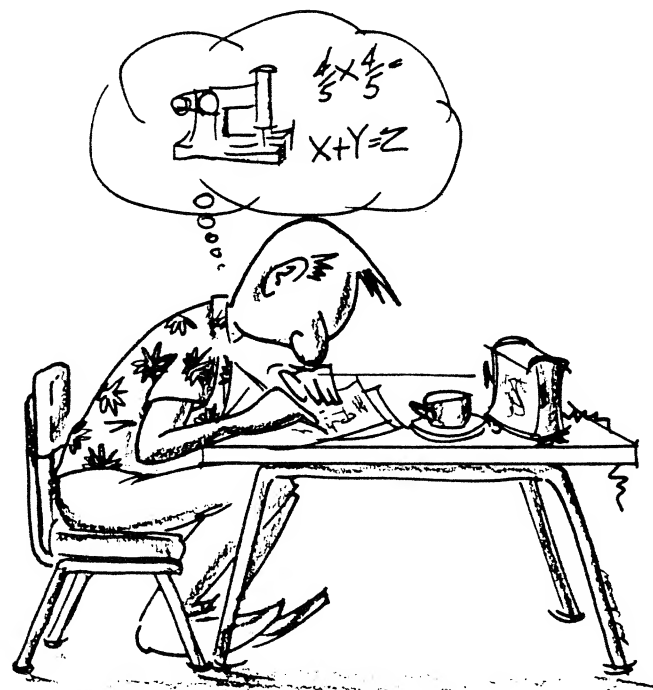
Last April, a national magazine in the industrial field completed a survey of the suggestion plans of 206 companies. The following tabulation compares the results of this survey with our plan:

	Average of Survey	Sheaffer's Average
Average payment per adopted suggestion	\$30	\$99
Average savings to company for first year per adopted suggestion	\$230	\$297
Percentage of savings paid to employees	10-15%	33⅓%
Maximum and minimum payments for intangible ideas . . .	\$10 to \$100	\$25 to \$1,000

Special Review Feature . . .

The Employee Suggestion Plan

The following two pages contain a summary of our suggestion plan. Save them for future reference. Turn your ideas into cash.

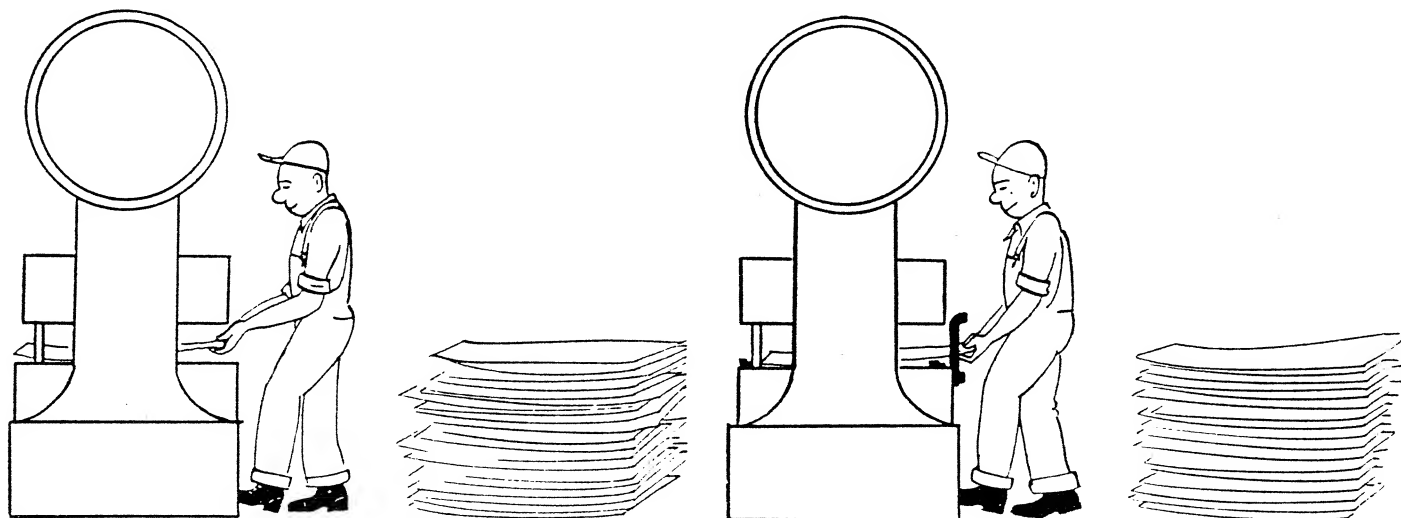


What is a Suggestion?

There are Two Types

1. Suggestions that will result in measurable savings (labor, materials or both). Example—improvements that will enable a machine to turn out more units in a given time.

2. Suggestions that will result in some intangible improvement whose value cannot be measured. Example—a safety guard for the same machine.



For Example . . .

IMPROVE: Community relations
Cost records
Employee relations
Protection of property
Quality of products
Storing of equipment and materials
Tools and equipment
Working methods
Working conditions

PROPOSE: New products
INCREASE: Efficiency
Production
REDUCE: Absenteeism
Costs
Health hazards
Waste
COMBINE: Forms
Work Operations

CONSERVE: Effort
Materials
Time
DEVISE: New equipment
New methods
New tools
ELIMINATE: Breakage
Duplication
Spoilage
Unsafe conditions

How to Submit a Suggestion

IF YOU have an idea for improving company operations, the first step is to fill out a suggestion form, copies of which are placed in each department near the time clocks. Each form contains instructions. Follow them carefully and be sure to sign your name. The suggestion

may be sent through the company or U. S. mail. (If your idea concerns a new product in an area in which the company is not then operating, special suggestion forms should be obtained from W. K. Olson, patent counsel).

How is a Suggestion Handled?

1. Suggestions submitted by employees are received by Patent Counsel W. K. Olson. Receipt of the suggestion is acknowledged by a letter to the employee, with copies to the department manager and his immediate superior. (If two or more employees submit the same suggestion, the first received is eligible for an award).

3. A thorough study of the idea is then made, and the investigators recommend that it be adopted or rejected. In either case, the reasons are clearly spelled out. Investigations are completed as soon as possible. Monthly follow-up letters are sent to the suggestor if there is a delay, informing him that the investigation is not completed.

2. After the suggestion has been classified as to type, copies are sent to those who can best investigate its possible adoption. For example, many ideas concerning products or methods are referred to M. B. Gordon, manager of product development, and Max Oehler, chief engineer. Suggestions concerning safety are referred to Safety Director Chet Sloan.

4. The final investigation report is returned to the Patent Division. If the investigation results in a recommendation for adoption, the report is sent to M. T. Erdtsieck, vice-president of finance, for final review. A letter and an award check is then sent to the employee. If the suggestion is rejected, a letter to the employee explains the reasons for this decision. Copies of either letter are sent to the employee's department manager and to the manager's immediate supervisor.

The Pay Off

For employees whose ideas are adopted, the cash awards are determined as follows:

1. For improvements in then existing products, tools and methods, the award is $33\frac{1}{3}$ per cent of one year's net savings to the company, based on the past year's experience and up to a maximum of \$1,000. Net savings are determined by deducting from total savings the costs of putting the suggestion into effect. If the suggestion results in an intangible improvement and the savings cannot be measured, the award is estimated. The minimum is \$25 and the maximum is \$1,000.

2. For improvements in then existing products, tools and methods which are not original either because they have been used before and discontinued or because they have already been planned, no set formula is used to determine the award. The minimum is \$25 and the maximum \$1,000.

3. For new products in areas in which the company is then operating, the award is estimated, since there is no past experience to use as a basis for figuring the amount. Again the minimum is \$25 and the maximum is \$1,000.

4. For new products in entirely new fields, the award is determined through negotiations between the company and the employee (see story on page 3). There is no limit on the amount of the award, and it will be whatever the company and the employee agree is a fair price for the rights to manufacture, use and sell the new product.



What Quality Means . . .

A Customer Writes To Say "Thank You"

The letter reprinted below was received recently by the Public Relations Department. It's from Fred Exum of Columbus, Ga., who is a district manager for an insurance company. We've saved it to put in the Review because what it says is meant for all Sheaffer employees.

"Most letters I get in my business are either fact-finding letters or letters of complaint. I imagine the same is true in your business, so I want to tell you right now that this letter is neither. This is plain and simply a letter of thanks.

"I have been in the life insurance business with Life and Casualty for nearly fourteen years. I have used all kinds of fountain pens and ballpoint pens, but never owned a really nice pen. This past Christmas my district personnel presented me with a Sheaffer "White Dot" Snorkel pen and

pencil set. I want to tell you how pleased I am with it. I never knew what a good pen was like, and I never knew what a good pen could do for my prestige until I got this set. It's hard to describe in words, but when I'm in a prospect's home, or when I am at my desk as I am now, my Sheaffer Pen always makes a favorable impression. My pride goes soaring, especially when someone remarks about it. The "White Dot" itself lets people know that it is the best.

"People like to buy from a man who shows success, and to me my Sheaffer pen is the mark of success.

"As for it's writing qualities, well, I have very poor handwriting (I'm left-handed) and that is bad - sometimes embarrassing in the business I'm in. However, my Sheaffer writes so well that it makes me try harder to do a better job of writing.

"I intend to see that all seventeen of my agents and assistants have a Sheaffer "White Dot" set some day. I periodically present gifts or prizes to my men, so it's going to be a Sheaffer set from now on until they all have one.

"I suppose this letter may sound too 'out of the ordinary' to you, or maybe like I am 'bucking' for a job on your sales staff, but believe me it's not. I'm just very appreciative and proud of my set and I know how I like to receive a word of thanks from my policyowners once in a while.

"I have no complaints, no axe to grind, etc. I'm just a mighty satisfied customer of yours."

Employees Improve Exit Times in Fire Drill

A report on the fire drill held recently in Fort Madison plants shows that employees improved on time required to evacuate the buildings.

The average exit time at Plant 1 was 1 minute, 36 seconds, 36 seconds less than the average time on the previous drill. Exit times from plants 2 and 5 were all under 1 minute.

Maximum time was 3 minutes, but the regular stair exit from the second floor of the old office building had been blocked to simulate an emergency, making it necessary for the employees to use alternate exit routes.

No infractions of established procedures were reported.

For Sale

Hibred Red Wigler fishing worms.
F. W. Worden, Sr., 1914 Avenue D.

The Question Box

QUESTION: What do you think is the most important factor in preventing accidents on the job?

LYDIA CORNELL, Skrip—I think it's to follow safety regulations, particularly those for the job you're doing. You should pay attention to the job and what's going on around you.



AUSTIN FARLEY, Tool and Die—The ability to think ahead. Unexpected things can happen on the job. You can eliminate lots of errors by thinking a step ahead.



DOROTHY HALE, Skrip—I'm not sure about the one most important thing. But people have a lot to do with accidents. Carelessness causes most of them.



SHERMAN COLYER, Tool and Die—To work carefully and not try to do things in too much of a hurry. Haste makes waste. It can also cause accidents.



CHARLOTTE KERR, Skrip — An employee awareness of safety is very important. Keeping safety in mind when you're on the job is the best way to prevent accidents.



ELDON WILL, Tool and Die — A good working knowledge of the equipment being handled and the job being done. In other words, being well informed on what you're doing.



Sheaffer's Review

The Hobby Corner



As long as she can remember, Charlotte Swan, Shipping, has enjoyed drawing. Outside of regular high school classes, she has never had training in art, and it has always been just a hobby. But the sketch reproduced above is an example

of her skill.

People are her favorite subject, but Charlotte points out that she "likes to draw anything."

ED. NOTE—The Review will welcome information about other Sheaffer employees with interesting hobbies. Just give us a call on extension 2967.

Skip Writes, But . . .

There's More To It Than Fills The Pen

The exact ingredients of Skip are secret. Only a few Sheaffer employees know the formula that results in the nation's largest selling writing fluid.

We can't tell you any more about it than that, and, to be honest, this article might have to end right here, if we couldn't go on for several paragraphs writing about such things as leg make-up, the treatment of burns and poison ivy, and sun tan lotion.

These, you see, are some of the ways in which people are using Skip, in addition to writing with it. We aren't straying from the original subject at all.

Our chemists recommend Skip only for writing, of course, and they can't guarantee results when it's used in other ways. But they keep getting letters from people who like to improvise, and they try to be as helpful as possible.

For instance, letters have described how Skip was used for dyeing furniture, blouses and hats, and as a laundry bluing. One letter asked if it could be used for covering skin blemishes. A mortician wrote that Skip has proved to be an excellent cosmetic. A plywood manufacturer discovered that red Skip is the best agent for marking his product, and he inquired about buying it by the barrel.

During the war years, when nylons were hard to come by, enterprising women discovered that brown Skip could be made to look like the real thing, if painted on the legs in proper amounts. Cartoonists and water color artists have found that it comes in handy for their purposes.

Chief Chemist Bob Casey says there's nothing mysterious about the fact that Skip has provided relief for burns and skin irritations. One of the ingredients is tannic acid, which has been used by the medical profession for treating burns. And Bob points out that the ingredients in sulphur drugs are similar to those used in Skip dyes.

As for its success in dyeing furniture fabrics, hats, blouses and the like, Bob says the dyes in Skip are at least first cousins to those normally used for such purposes.

As we said, the ingredients of Skip are a secret. But whatever they are, the most important thing about them is that they have excellent writing qualities.

We can happily settle for selling Skip as a writing fluid. This story is written to show that there is more in this world than meets the eye or, if you prefer, than fills the pen.

Strictly for Ladies...

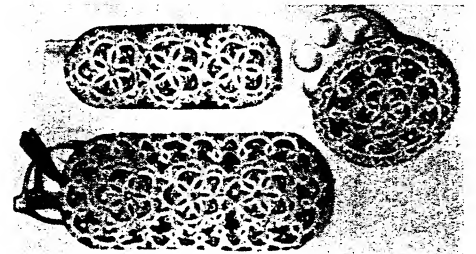
Pictured below are more items for which free patterns are available. When ordering direction leaflets, indicate the pattern numbers. Order as many as you wish. Send your order to the Review Editor, Public Relations Department.



Barbecue Set (No. E-2552)

This apron for the chef and, not shown, a woman's apron, a 4-piece place mat set and a barbecue mitt. All are made of mattress ticking and trimmed with red cotton or red embroidery thread.

Handbag Accessories (No. S-919)



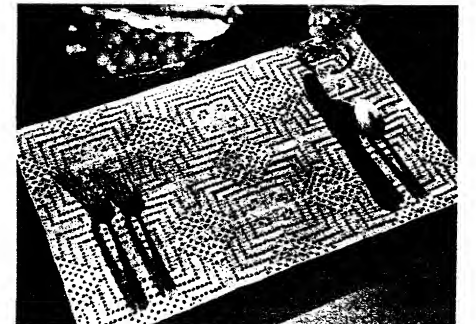
Shown here is a tatted handbag set which includes compact case, comb case and eyeglass case. All you need is a piece of felt, thread, topaz rhinestones and a shuttle.

Pillow and Seat Covers (No. PC 9117)



Pillow and chair seat covers can be crocheted quickly and inexpensively. The set shown, with its contrasting stripes, reflects the modern mood which is so popular in home decoration.

Filet Variations (No. S-776)



Square filet motifs may be joined in any of several geometric-modern patterns to make stunning place mats. Directions for crocheting corner and side edgings for a bun warmer are included on the same leaflet.



Richers, Smoot Pace Sheaffer Girls in Scoring

Coach Gene Vose (center) checks final scoring totals with the two top point makers for the Sheaffer Girls' Basketball team. They are Mary Lou Richers (left), who was the leading scorer with 283 points in 13 games, and Mary Etta Smoot, who scored 173 points.

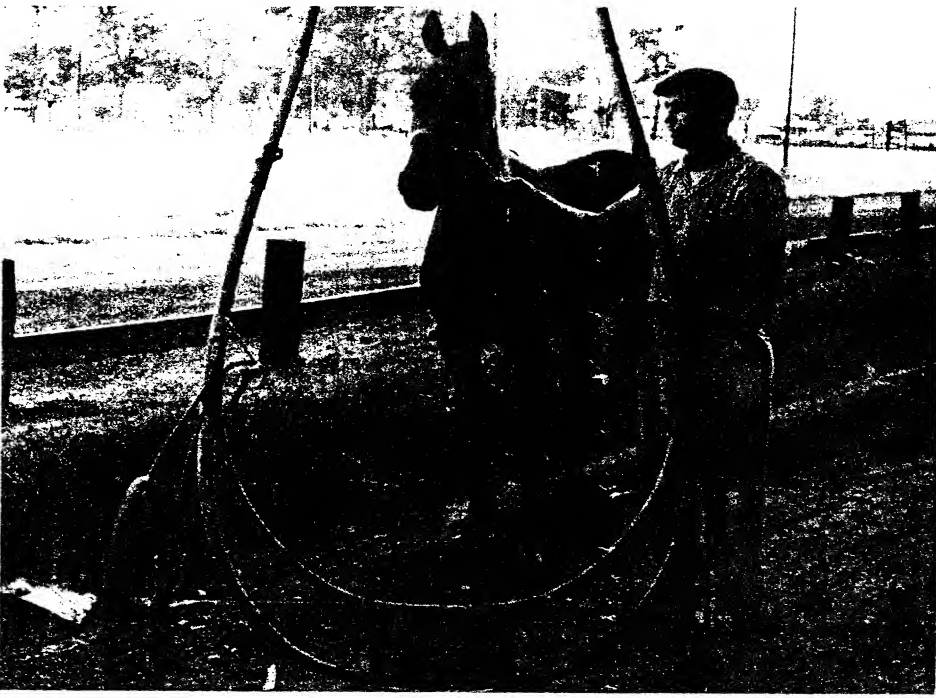
W. A. SHEAFFER PEN COMPANY

311 Avenue H
Ft. Madison, Iowa

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25



ONE OF the drivers competing for prize money in the harness races at the Lee County fair July 29-30 will be Woody Hawbaker of the Tool and Die Division, shown above with Dewey's Delight, one of the two pacers he owns. An old hand at racing, he has driven at tracks throughout the midwest.

Service Anniversaries

— 15 YEARS —

- Willa Jefferson Pencil
- Roxie Edlen.....Acct's Receivable
- Vernell St. Clair..... International
- Earnest Carr..... Tool Room
- Walter Barton..... Centralized Insp.

— 10 YEARS —

- Iona Siegrist Payroll
- Florence Raines..... Gold Nib
- Alfred Hodges..... Occupancy - G
- Ruth Kling Skrip
- Vance Meyertholen..... Tool & Die
- David Hauck..... Tool & Die
- Clarence Cowles..... Tool & Die
- Glen Davidson Marketing

— 5 YEARS —

- Joyce Ratliff..... Acct's Receivable
- Darlene Cowles..... Public Relations
- Bessie Anders Cafeteria
- Mary Boone..... Gold Nib
- Hazelle Hixson..... Prod. Control
- John Shannahan Salesman
- Floyd Cooper..... Occupancy - G
- John Oppenheimer... Occupancy - G
- Edward N. Locke, Sr... Occupancy - G
- Wilfred Beckert Plating

**New Machine Developed . . .
Can Perform Eight Operations Automatically**

One of the latest additions to our company's list of tools and equipment is a machine capable of automatically performing as many as eight steps in an assembly operation.

Currently installed at the Mt. Pleasant plant, where it can assemble the eight parts of our retractable ballpoint mechanism at the rate of 30 a minute, the machine is designed so that, with comparatively minor revisions, it can be adapted to various phases of our operations.

Developed and built in the Experimental Tool Department, the machine is an important step in our programs to lower costs, strengthen our position in the highly-competitive writing instrument industry and create more long-range opportunity for employees.

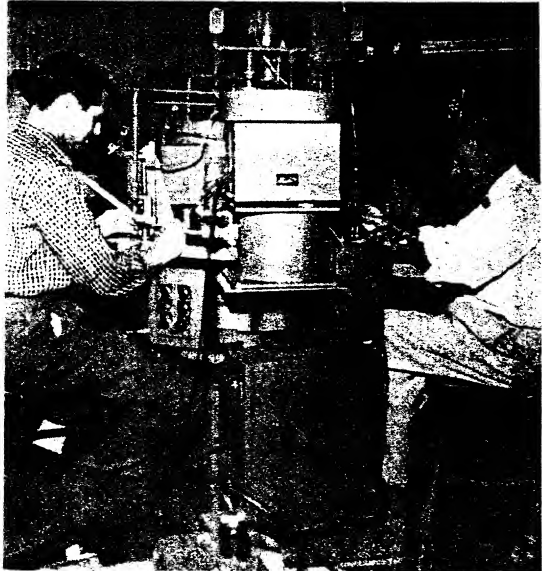
The machine had its beginning many months ago as a series of blueprints

and sketches in the Engineering Department. Before construction on the approved design was started, many of the parts were manually tested.

Construction and testing was done over a 16-month period. Before being sent to Mt. Pleasant, the machine was operated under actual conditions by methods engineers to see if it performed according to specifications and to establish the speed of assembly and the proper method of feeding parts.

In the operation for which it is now being used, parts for the ballpoint mechanism are fed through separate hoppers and assembled at eight stations on a rotating disk. Operators are located at two of the stations, where parts are placed on the disk by hand. It is impossible for parts to leave the hoppers in other than exactly the right position for assembly. If a faulty

part is used, the machine automatically stops. Incomplete assemblies are automatically rejected.



Engineers Carl Hundt (left) and Ed Sporkman test newly developed machine in Experimental Tool Department.

WINDOM SENIOR



SHEAFFER'S

Review

SEPTEMBER 1958

Published Monthly in Fort Madison,
Iowa, U. S. A., for

W. A. Sheaffer Pen Company People
Throughout the World

Member: Iowa Industrial Editors'
Association
International Council of
Industrial Editors

EDITOR - - - DICK PRIEBE

On The Cover

In planning the cover for this issue, we decided it would be most appropriate to recognize the No. 1 fall event—opening of the school term. So we obtained the cooperation of four young Sheaffer gentlemen, hauled our camera gear to the nearby Lincoln School and set about posing a picture. We're not at all sure this is the way our youthful subjects actually feel about the ending of their summer vacation. We'll admit to having coached them a bit. (PS—For more information about them, and to get a better idea of how well they cooperated, see the picture on page 7).

The Enjoyable (But Taxing) Vacation

IT WAS only a few weeks ago that Mr. Sheaffer Employee jumped out of bed on a bright July morning. His alarm clock (price \$5, tax 50 cents) wasn't needed, for his annual vacation was beginning. The company (where, let us say, his wages total \$4,800—federal income tax \$500, state income tax \$37) wouldn't see him again for two weeks.

He turned on his radio (price \$30, tax \$1.80) to get the weather report on KXGI. He shaved, and as the newscaster reported that there would be no federal income tax cut this year, he doused himself with shaving lotion (price 80 cents, tax 8 cents). He dressed, putting on his wrist watch (price \$40, tax \$4) and went to breakfast. Calling to his son (federal income tax exemption \$600), "Rise and shine," he went to the kitchen.

Mrs. Sheaffer Employee was busy with the electric waffle iron (price \$15, tax 45 cents). She asked him to unplug the electric coffee pot (price \$25, tax 75 cents), take the frying pan off the range (price \$225, tax \$6.75) and get orange juice from the refrigerator (price \$250, tax \$7.50).

After breakfast, Mr. Employee telephoned (monthly bill \$4, tax 40 cents) the gas company to shut off the gas while he was gone. He called the garage to see if his car

(price \$2,500, tax \$150) was ready. All it needed, the garage reported, was a new battery (price \$20, tax 96 cents).

Mrs. Employee told him to load the suitcases (price \$100, tax \$10). Going out, he stumbled on the power lawn mower (price \$70, tax 2.10).

When everybody was in the car, Mr. Employee checked to see if he had his fishing rod (price \$15, tax 90 cents), his pipe tobacco (tax 10 cents a pound) and matches (tax 2 cents per thousand).

They crossed the bridge (toll 25 cents) and rolled until noon. They ate at a roadside restaurant (price \$4.75, tax 24 cents). Mr. Employee dipped into his wallet again (price \$10, tax \$1) and had the tank filled with 10 gallons of gasoline (tax 70 cents).

As the sun began to sink in the west, they took the last pictures on a roll of film in the camera (price \$40, tax \$2.40) and stopped at a motel (price \$18, tax 54 cents). Mr. Employee got out, stretched (no tax) and settled down by the TV set (price \$300, tax \$18).

The first day of his vacation was over. He was probably too contented to think about all those hidden costs. The trouble is, no one in Washington was thinking about them, either.

From the editor's notebook

IN A letter last month, Mrs. Virginia Van Tuyl of Mt. Pleasant, who serves as coordinator of education for the First Methodist Church there, related an incident which proves again that youngsters are more observant than their elders sometimes suppose.

It happened in the primary department of the vacation church school, where the first grade class was studying a biblical picture showing someone writing on a scroll with a quill pen. "What's different about this pen?" the teacher asked. "How do you know it isn't a Sheaffer pen?"

"Because it doesn't have a White Dot," one of the small fry quickly replied.

* * *

Miscellaneous Information Department: A recent copy of an industrial publication pointed out that there are an average of 94,350,000 periods in a two-ounce bottle of ink. From a sales standpoint, we can be happy that our customers use Skrip writing fluid for more than making periods.

* * *

The Fountain Pen and Mechanical Pencil Manufacturers' Association reports that a German newspaper says 100 million ballpoint pens were manufactured in Germany last year. True or not, this emphasizes that competition from foreign manufacturers is a growing factor in the writing instrument field.

* * *

An important anniversary in the history of our company occurred last month. It was on August 25, 1908, that a patent on the leverfill pen was granted to W. A. Sheaffer. As an indication of the years of growth since then, we now hold 172 domestic patents and 217 foreign patents. In addition, we have 65 domestic trademark registrations and 629 trademark registrations in foreign countries. (A total of 8,230 patents have been granted by the U. S. Patent Office in the writing instrument field.)

Merchandising . . .

The Last Two Feet Of Counter Space

BECAUSE Sheaffer products are shipped to most countries of the world, the distances involved in our operations reach thousands of miles.

But this story concerns a small distance—two feet, to be exact. The last two feet of counter space in every store and shop where our products can be purchased.

These two feet are tremendously important because they represent the place where the customer decides what he is going to buy, where he puts down his money for one kind of writing instrument in preference to the many other kinds available.

What happens in the last two feet of counter space is the result of the combined efforts of all Sheaffer employees. It involves quality production, sales, advertising, public relations and an area which is the subject of this article—merchandising.

When a customer enters a store to buy a writing instrument, impressions have already been created in his mind by national advertising and publicity. But experience has shown that, if a product is to be successful, these impressions must be backed up by influencing consumer buying habits at the point of sale. This, briefly, describes the aim of a merchandising program such as ours. In more detail, its content and purpose can be described by the following marketing facts:

1. To a great extent, packaging and appearance make the customer feel he is getting the most for his dollar.

2. Displays at the point of sale effectively crystallize desires created by advertising.

3. We buy many items on impulse, switching from one brand to another,

OUR MERCHANDISING program is planned in close cooperation with advertising and sales efforts. Because it has been proved that the way in which products are packaged and displayed at the point of sale has an important effect on sales, careful preparation goes into all of our display materials. During the coming Christmas season, our entire line will be featured in one of the company's biggest promotions. The merchandising program for this campaign was developed this summer by Merchandising Manager Glen Davidson (second from left) and (left to right) Jac Colvin, assistant manager; Don Johnson, artist, and Forrest White, sales estimator.

depending on how our attention is attracted at the moment we walk up to the counter.

4. The product which has the greatest amount of counter space will have the strongest impact on the impulse buyer and will, as a result, sell more rapidly.

The battle for display space among manufacturers in our industry and others—with keen competition to develop the most effective displays for windows and counters—is of comparatively recent origin. It began in the 1930's and has developed more rapidly since World War II. Today, most of the more than 200 companies in the writing instrument field pay close attention to the appearance of their products at the point of sale and look upon merchandising as an important function.

Our company's merchandising program goes back a lot further than the 30's, and this is unquestionably an important factor in our rise to sales leadership.

Long before industry in general was aware of the value of point-of-sale displays, our company's founder, W. A. Sheaffer, was providing retailers

with show cases and counter cards, and dressing our products up in attractive, eye-catching packages. In the face of already well-established competition, his insight into effective merchandising, as much as anything else, sparked the fledgling company to immediate success. Sheaffer pens were out where the customer could see them. And the quality of Sheaffer writing instruments was highlighted, creating a desire on the part of customers to buy a better pen, even though the cost was higher.

Our company has continued its leadership in the merchandising field, showing the way with numerous firsts through the years. Among the latest is our plan for having writing instrument displays in various store locations. Traditionally, writing instrument displays have been confined to stationery departments. But with our new Lady Sheaffer Collection, we have provided displays that are also being set up in such formerly remote places as costume jewelry, bridal, cosmetic and fashion accessory departments, to name a few. It is a revolutionary concept in the merchandising of writing instruments.

The underlying purpose of our merchandising program remains the same as that established by W. A. Sheaffer—to help create a product image the consumer can associate with his needs and wants. But with the surge of

(Continued on Page 5)



Two More Firsts . . .

Lady Sheaffer Pencils, New Skrip Writing Fluid are Introduced

This month our company introduced two more firsts to the writing instrument world.

They are the Lady Sheaffer mechanical pencils, styled to match our fashion accessory pens, and the first fountain pen writing fluid to reproduce on all photocopying machines using a heat, liquid or photographic process.

The Lady Sheaffer pencils feature the same high-fashion designs, patterns and colors as Lady Sheaffer pens and will be sold individually or in ensembles. Their introduction widens our share of the fashion accessory market, where the first fountain pens designed exclusively for women have already received enthusiastic consumer and retailer acceptance.

Like Lady Sheaffer pens, the new pencils will be sold at cosmetic counters, costume jewelry departments, boutique shops and gift departments, in addition to the customary pen counters.

Our new writing fluid, called Permanent Jet Black Reproduction Skrip, answers the growing need for an ink that will reproduce on documents made by all of the copying machines used in industry. Several previous inks could reproduce on documents from some copying machines, but many months of testing by our chemists and by manufacturers of copying machines have shown that our new Skrip writing fluid can be used with all of them.



THE NEW Lady Sheaffer ensembles received smiles of approval from these attractive judges. They are (left to right) Kay Sherwood, IBM Department; Jackie Cline, Cashiers; Sydney McAllister, Service, and Joan Laughlin, Inspection.

All packaging for the new ink will be marked "Will Reproduce" for easy identification. It will be sold in both our top-well bottle and Skrip cartridges.

The new products were introduced to our sales force at district meetings which began August 30. News releases are being sent to the nation's press this month, and Lady Sheaffer ensembles will be featured on our TV spectacular in October.

Employee Gets \$123 Suggestion Award



A suggestion for improving the handling of pen nibs on our form grind machines has brought Les Moore of Gold Nib (above, left) an award of \$123.33.

An investigation by the Engineering Department showed the suggestion would result in savings of \$370 a year, based on 1957 production. Under provisions of our suggestion plan (see the July issue of the Review), Les was entitled to an award equalling one-third of that amount. His check was mailed last month.

Form grind machines are special machines for reducing the writing surfaces of nibs to specified, uniform sizes. With Les in the picture is Al Pollmeier.

SIX STARS TOP CAST FOR OUR TV SPECTACULAR, ALCOTT'S "LITTLE WOMEN"

Six of the entertainment world's top stars will appear in the musical adaptation of Louisa May Alcott's "Little Women," which will be telecast over the CBS network October 16 under our company's sponsorship.

The cast includes Jeannie Carson as Jo, Florence Henderson as Meg, Rise Stevens as Marmee, Margaret O'Brien as Beth, Zina Bethune as Amy and Bill Hayes as John Brooks. Based on the renowned novel, the hour-long show will feature a score by Richard Adler.

Sponsorship of this TV spectacular is the major item in our large-scale fall advertising campaign. During the show, Sheaffer products will be shown and demonstrated to millions of viewers throughout the nation. The Merchandising Department is now sending out a special mailer to all Sheaffer dealers, pointing out the tremendous advertising impact the program will have.

Retired Employees' Picnic Set

The annual picnic for retired employees will be held at Employees' Park on September 18, starting at 11 a.m. In case of rain, the event will be held at the Clubhouse.

Sheaffer's Review

The Battle for Counter Space

(From Page 3)

competition, the scope of the program has been greatly widened.

In addition to display materials, we provide merchants with selling plans for clerks, with prizes to those who sell the most Sheaffer products. To help retailers become more aware of the value of effective displays, we set up regular contests in connection with the use of our window and counter displays. Retailers devote an entire window or counter to Sheaffer products over a period of time and submit a picture of the layout to our Merchandising Department. Attractive prizes are given to the winners.

We pioneered in recognizing the importance of helping store clerks to present our products most effectively to customers. When a customer leaves the store, he must know how to properly operate our writing instruments and why he has received a good value for the dollars spent.

Our "Tested Selling Sentences" program (TSS) is a good example of the help we offer to retail and wholesale sales people. In this program, the principal features of our products are listed in concise form on the backs of our counter displays. Sales people can use this material as a reminder when telling customers about our products.

The merchandising program is set up on a yearly basis by Merchandising Manager Glen Davidson and his staff. It is a part of the overall marketing operation, under the direction of Vice-President Ed Buryan. In each campaign, the elements of marketing—merchandising, advertising and sales—are integrated into a total effort and brought to bear on retail sales counters simultaneously to create the greatest possible consumer impression. The combined marketing plans are used by the Merchandising Department to develop sales forecasts. When approved, these forecasts are used as a basis for our production schedules.

When the merchandising emphasis for a given period has been determined, the program is set up for separate categories, including: (1) primary or White Dot products; (2) the Lady

Sheaffer Collection: (3) Skripriter ball-points, Skripsert pens and Finline mechanical pencils; (4) writing accessories, Skrip ink, leads and erasers, Skrip cartridges and Skripriter cartridges.

The first category receives a large percentage of the display and packaging effort because about 85 per cent of White Dot products are purchased as gifts. In the gift market, packaging and appearance are particularly vital selling points. It is important that the merchandising materials have an expensive look, be up to date in design and give a feeling of prestige and quality.

The second category covers our fashion accessory products, where open displays on the top of the counter are necessary and where the method of packaging must overcome retailers' reluctance to display high-priced merchandise openly. This means designing packages that are attractive and minimize the danger of pilferage.

In the third and fourth categories, merchandising materials are designed for the impulse buyer, who may often change his mind because of the way products are displayed at the counter. With the White Dot merchandise, displays are designed to offer self-selection. In this category, to be competitive, we must offer self-service. Products must be displayed so that the customer can serve himself.

The creation of Sheaffer window or counter displays and packaging involves a joint effort between the Merchandising Department and suppliers. Within the amount we want to spend on a particular design, the Merchandising Department prepares layouts and ideas months before the material is to be used. The suppliers then submit sketches and models, and the final display or package is selected from these.

In simplest terms, merchandising is the battle for counter space. It's a tough battle, because there's not nearly enough counter space to go around. It's an important battle, because all of our efforts are aimed at those moments when customers go to the counters of America's stores and decide what they are going to buy.

The Question Box

QUESTION: What did you think of the display of competitors' products that was set up last month? (See story and picture on page 8).

GRACIE FERGUSON, Payroll—I thought the display was very interesting. It made you realize how much competition we are up against. I really did not realize we had that many competitors.



ARCHIE ADKINS, Plating—I think it's good for all employees to know exactly what kind of competition we have. The display helped us to realize what we are facing in the writing instrument field.



GENEVIEVE GROSS, IBM—I thought the display was effective. I didn't realize there were so many companies selling writing instruments. I didn't know we are up against so much competition.



BERNARD GROENE, Stockroom—I definitely think it was a good idea. It gave us an idea of how rugged competition really is. It should be an incentive for us to work harder to make an even better product.



BILLIE MITCHELL, Order Handling—To me, the display showed that our products are generally a lot better. But it might be a good idea if we had a ballpoint in a lower price bracket.



JIM WATERMAN, Receiving—The display was very informative. It might be worth considering the addition of a lower-priced ballpoint to our line. Lots of companies are selling them for a dollar or less.



Try This Sheaffer Crossword Puzzle

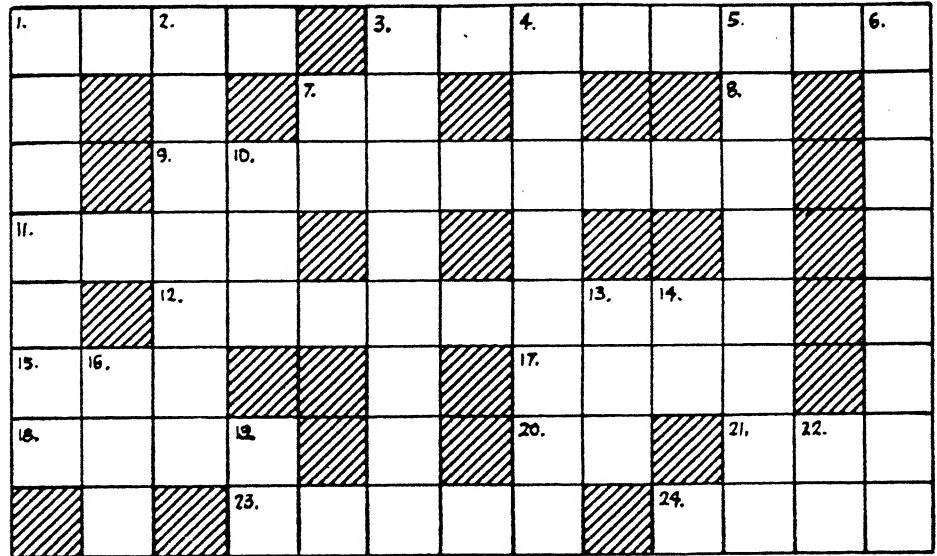
ED. NOTE—If you like crossword puzzles, we think you'll enjoy trying your hand at this one, which was created by Dave Hug of the Engineering Department. The answer is on page 8.

ACROSS

- 1-3 Our newest product
- 7 Preposition
- 9 Stacking again
- 11 Rip
- 12 We make the greatest capacity—
- 15 Reduce rejects to—
- 17 Devotee of yoga
- 18 Wild with—
- 20 Type measure
- 21 Skrip fluid is made in a—
- 23 Old Style—
- 24 Pencils and—

DOWN

- 1-2 Let's keep making—, —products
- 3 —silver tip
- 4 Our—, Sheaffers
- 5 Escapee
- 6 Our ballpoint—
- 7 Exclamation
- 10 Age
- 13 Charged particle
- 14 No good (abbr.)
- 16 Sick
- 19 Elevated train
- 22 Preposition

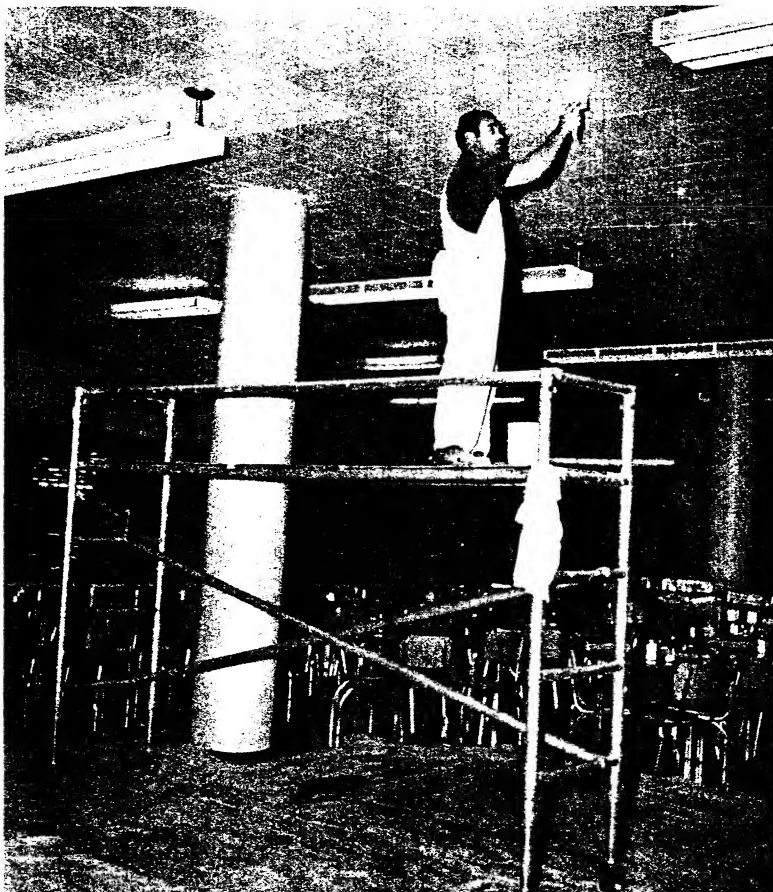


91 Dealers Win Prizes In Lady Sheaffer Contest

A total of 91 winners have been named in a nation-wide Lady Sheaffer display contest conducted by the Merchandising Department. Prizes went to dealers who designed outstanding

counter displays in introducing our new Lady Sheaffer pens.

Thousands of dealers entered the contest by submitting photographs of their displays. The winners are located in 39 states and the District of Columbia. There were three top prizes of \$100.



Maintenance . . .

How Important Is It?

DURING THE vacation shutdown, the ceiling in the main plant cafeteria was cleaned and painted by the Maintenance Department. When we took this picture of the project (the painter is Dick Jacks), it set us to thinking:

How important is it for our plants to have clean, bright walls?

Or clean floors and windows?

Or well-kept lawns?

We get to take these things for granted. But when you think about it, pleasant working surroundings that we're proud to show visitors and friends are pretty important.

And there's a lot more than that to the maintenance story.

It also means lights that light, elevators that run and machines that turn on. Or fire alarms that work and air conditioning systems that operate.

We often take these things for granted, too.

But it requires a sizeable amount of money to keep our machines operating and our buildings in tip-top shape. During the last fiscal year, the amount was about \$664 a day in our Fort Madison plants.

Maintenance covers a lot of territory. It's a part of public relations and safety, as well as production.

Our Cover in Reverse



HERE'S our cover picture in reverse. We asked the boys to "look unhappy," and what photographer could get better cooperation than this. Our thanks go to (from the left) Dennis Mekemson, Steven Davidson, Richard Buryan and Jeff Boyer. And actually, along with all Sheaffer youngsters, they have our best wishes for the happiest of school years.

Women's Travel Club Tours Florida



THE chartered bus shown above this summer transported 32 members of the Women's Travel Club on an exciting tour of Florida, with stops at New Orleans, Memphis, Tenn., the Smoky Mountains and Mammoth Cave. Shown during a visit to the Sunken Gardens in St. Petersburg, Fla., are (left to right) Margaret Feldbaur, Elsie Cafer, Ann Hamman, Letha Burghoffer, Florence Proenneke, Irene Hamman, Eunice Cox and Agnes Hotop of Ft. Madison, and Mamie Olson and Ruby White of Mt. Pleasant.

September, 1958

Strictly for Ladies ...

PINEAPPLE MACAROONS ARE DELIGHTFULLY DIFFERENT. Crushed pineapple adds taste-tempting flavor and color to a simple macaroon recipe. These rich little cookies are good for parties, excellent to accompany a dish of ice cream and fine for the lunch box or picnic basket. To make about 2½ dozen cookies, combine ½ cup sweetened condensed milk with 2 cups of shredded coconut. Add 1 cup of crushed pineapple, thoroughly drained, and a dash of salt. Drop mixture by spoonful on a well-greased baking sheet, 1 inch apart. Bake at 350 degrees until delicately browned (about 12 minutes).

* * *

VEGETABLE SOUP, COUNTRY STYLE

2 tablespoons butter
3 envelopes packaged seasoning
(such as G. Washington's)

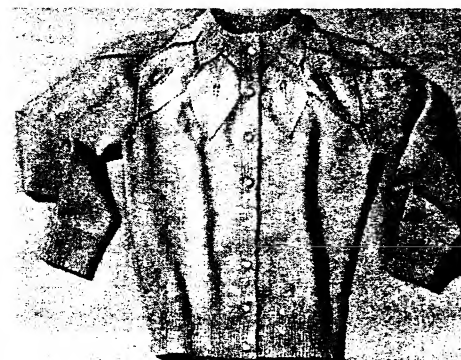
Dash pepper

½ cup chopped celery
½ cup diced carrots
1 small onion, chopped
2 cups (1-pound can) canned tomatoes
2 tablespoons rice
2 cups water

Melt butter; blend in seasoning and pepper. Add celery, carrots and onions; cover and cook 10 minutes. Add remaining ingredients; cover and simmer 30 minutes. Makes six servings.

* * *

PETAL YOKE CARDIGAN



This petal yoke cardigan is one of the most popular sweater designs of all time. Directions cover sizes 2 to 30. Order direction leaflet C-300.

* * *

BARBECUE SAUCE

5 to 6 pounds spareribs, cut in serving piece sizes
1 cup strong coffee
½ cup molasses
¼ cup prepared mustard
1 tablespoon Worcestershire sauce
½ cup cider vinegar
Few drops Tabasco

Arrange spareribs one layer deep in large, shallow roasting pans. Combine remaining ingredients. Heat and stir until blended. Brush over ribs. Place in moderate oven (350 degrees) and bake, uncovered, 2½ hours, basting frequently with remaining sauce. Makes 8 servings.

Bulk Rate
U.S. POSTAGE
PAID
Ft. Madison, Iowa
PERMIT No. 12

Answer To Crossword Puzzle

S	N	E	P	/	R	E	G	A	T	/	L	/
T	A	V	/	N	E	N	/	E	E	T	G	/
C	/	I	G	O	Y	/	I	/	L	N	I	/
A	/	T	N	I	P	L	B	A	L	/	I	/
R	/	I	/	L	/	R	R	A	R	E	A	/
T	/	G	I	N	P	A	H	E	R	E	S	/
E	/	U	/	M	/	T	A	U	/	A	/	/
R	/	F	F	A	F	S	H	E	A	S	A	/

Service Anniversaries

- 25 YEARS -
Thelma Richardson Metal Fab.
- 20 YEARS -
Ruth Roy Molding
William C. Byrne Salesman
Sarah Bennett Shipping
- 15 YEARS -
Catherine Moffitt Plastic Fab.
Goldie Shibley Service
Arla McDaniel Service
Gerry Koeber Personnel
Kenneth Hart Truck Driver
- 10 YEARS -
Vera Sills Metal Fab.
Dorothy Hoenig Accounting
Ruth Welcher Plant #3
Lucille Gill Plant #3
Frank Gillett Tool & Die
Donald Burch Laboratory
August Richers Metal Fab.
- 5 YEARS -
Doris Martin Metal Fab.
William Laughlin Service
Victor Neese Salesman
L. D. Mudge Tool & Die

Display Shows that Competition is Widespread



THE first girl to be awarded a five-year service pin at the Goderich, Ont., plant is Evelyn Patterson, Service Department. The presentation was made by Herb Stott, plant superintendent (right), and Clyde Everett, president.

The display of competitors' products that was set up near the main plant cafeteria last month was a popular attraction.

The sign shown in the picture pointed out that, in the writing instrument field, there are 63 companies selling fountain pens, 142 companies selling ballpoint pens, 122 companies selling mechanical pencils, 84 companies selling desk sets and 11 companies selling ink.

It said: "These companies and their employees compete with us for sales... for the consumer's dollar that keeps our company in business."

Left to right are Wayne Skyles, Bill Stemple, John Decker and Carl Neely.

ROY NEAL LANDS A WINNER



AT LEAST one Sheaffer employee seems likely to take top honors in a fishing contest this summer. While vacationing near Brainerd, Minn., Roy Neal (Laboratory) landed this 2 pound, 6 ounce crappie, the biggest that has been reported in the area in several seasons. It easily gave Roy a first place in an area contest.



SHEAFFER'S

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EDITOR - - - DICK PRIEBE

On The Cover

On September 19, the last student special pen for our current school promotion program was packaged for shipment. The cover picture was taken in the Metal Fab department as the last handwriting kit was about to be sealed. Left to right are Ed Lawlor, department manager; Dorothy Akers, and Paul Wilmesmeier, foreman.

A Dollar is One-Hundred Pennies

EVERYONE KNOWS that 100 pennies make a dollar. But most of us don't think about it very often.

We don't pay for things that cost a dollar with a handful of 100 coins. Most often, we use a single dollar bill.

In fact, pennies can seem to be bothersome things that clutter our pockets and purses. When the sales tax is added to our purchases, there are always a few pennies in change. We seldom give them a second thought. Maybe they go into the children's piggy bank. It's not too surprising for us to lose track of some of them. We don't miss a couple of pennies.

But even though they're the smallest denominator, pennies deserve a lot more respect than we give them. If you put aside every penny you got in change for a whole year and placed them in one pile, how many do you think you'd have? Think about it and make a guess.

Undoubtedly, every one of us can name a figure large enough to buy a few arm loads of groceries, even at today's inflated prices. And if saved pennies can add up rapidly at home, they can accumulate a lot faster on the job. Our company's success or failure depends upon them when you get down to it.

For example, scrap and rejects worth a few pennies result from some of our jobs each day. It may seem insigni-

From the editor's notebook

THERE ARE two ways for a company such as ours to increase profits. One is to increase sales. The other is to reduce costs.

With our fall marketing program (see story on page 4), we're pulling out all stops to accomplish the former.

We've never launched a campaign to match it. And no other company in the writing instrument industry has topped it either.

It's a carefully planned program, in which the expenditures involved are calculated to take full advantage of the current market situation.

This year's market has been dominated by a recession atmosphere. Many companies are cutting back on promotional expenditures, waiting for the storm to blow completely over. Others, like ourselves, are spending promotional money in anticipation of increased consumer buying. We are not waiting for a complete revival in the economy to come, but trying to help it along.

Planning for our fall campaign began months ago, when the economy was heading for its lowest level of the year. But forecasts showed that the last half of the year, and particularly the fall months, would bring an upturn. We based our planning on being ready for this upturn and getting in on the ground floor, ahead of competition. It has come as predicted. In fact, economic activity is increasing at an even faster pace than was anticipated.

Current reports on increases in savings accounts and money available for spending continue to show that there is a large sales potential in the market if a manufacturer is willing to accept the calculated risk in going after it.

A review of our campaign shows how thoroughly we are bearing down on this sales potential. We are telling consumers about our products through a wide range of national advertising, including both magazines and television. That is followed up on the local level, where we are providing dealers with a host of selling and promotional aids that can be tied in with our national advertising. It is in the stores and at the sales counters where a marketing program succeeds, and our dealers are being given more advertising, sales and display tools than ever before.

But the pennies grow into dollars fast. As the Sam and Winnie display showed (see story and picture on opposite page), they added up to over \$220,000 last year. In terms of the family budget, we'd lost enough pennies to buy 1,115 TV sets, 4,460 men's suits, 18,583 pairs of women's shoes or 1,115,000 loaves of bread. In terms of job security, it's easy to see that Sam and Winnie are pretty potent enemies.

From another angle, suppose you can suggest improvements that will save a few pennies every day in the manufacture of our writing instruments—like the suggestion made recently by Les Moore of Pen Point and reported in the September Review. Over a year, the idea could mean hundreds of dollars. If several employees submit good ideas every month, the pennies saved could add up to thousands.

The importance of pennies becomes apparent, too, when you remember that, during the last fiscal year, our net profit on each dollar of sales was about 5 cents. In dollars, these pennies amounted to over \$1 million. A fraction of a cent, more or less, on each sales dollar would have changed the total by tens of thousands of dollars.

Pennies are important. They have the power to create or destroy jobs, to make a company successful or put it out of business. When we watch pennies, dollars take care of themselves.



Display Shows Spoilage is Costly . . . Over \$200,000 A Year Taken From Profits

THE DISPLAY showed a one-day accumulation of spoilage from our Fort Madison manufacturing departments, then pointed out that this spoilage cancels profits from the pens, pencils, leads, erasers, desk sets and Skrip writing fluid lined up in the window and in the cases at the left. Checks made out to "Sam" and "Winnie" represented their "take" from our profits last year — \$111,760.50 apiece. Looking at the display are (left to right) Barbara Poerschmann, Betty Miers and Estella Nixon.

"Sam the Spoiler" and "Winnie the Waster" have their hands in the pockets of our company to the tune of almost \$224,000 a year. They took this much from profits during 1957. Every day, we had to sell the following items before we made enough profit to pay them off:

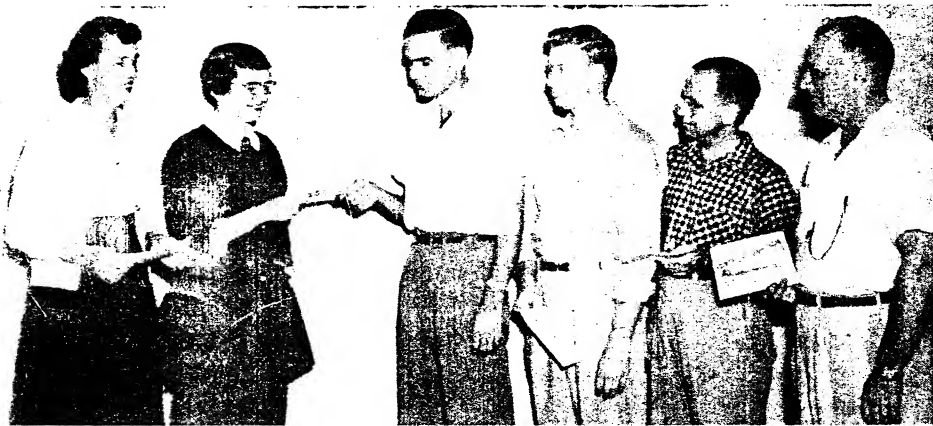
- 769 pencils, including 173 Snorkel ensembles.
- 893 pens, including 124 Lady Sheaffer pens and 173 Snorkel pens.
- 1,000 ballpoints.
- 288 bottles of Skrip writing fluid.
- 144 Skripriter ballpoint cartridges.
- 144 Skripsert cartridges.
- 288 boxes of lead.

These hard-hitting facts were emphasized last month in a display in which cartoon characters called "Sam" and "Winnie" represented spoilage from operations in our Fort Madison plants. The display was set up near the main plant cafeteria during the final two weeks in September.

The display charged "Sam" and "Winnie" with:

- (1) "Threatening and attacking our job security."
- (2) "Stealing profits that could have been used for diversification and expansion."
- (3) "Killing jobs and opportunities."
- (4) "Taking dollars from company trust fund contribution."
- (5) "Breaking and entering in our profit sharing."
- (6) "Embezzlement of funds for advertising which create sales. More sales provide more jobs."

Photo Contest Winners Receive Prizes



WINNERS in the Review's annual photographic contest received their awards from Bob Gibbs of the Activities Committee (third from left). Left to right they are Katherine Jones, Service; Waunita Hobbie, Mt. Pleasant plant; Dick Masters, Tool and Die; Bill Schneider, Shipping, and Del DeVol, Drafting. Not in the picture is D. B. Early, Purchasing. For a report on the contest, see page five.

Retired Employees Attend Annual Picnic



BACK ROW, left to right, are Art Weinhardt, Mrs. Weinhardt, Bill Gillett, Mrs. Gillett, Mrs. Charles Campbell, Charles Campbell, Pete Jungbluth, Mrs. Jungbluth, Ella Hayden, Clara Zimmerman, W. A. Sheaffer, C. R. Sheaffer, Herman Hellige, Fred Murray, Al Zuber, A. P. Green, Mrs. Green, Mrs. Harry Sharp, Harry Sharp, Mrs. Clyde Teel, Clyde Teel; FRONT ROW, left to right,

are Clyde Tweed, Mrs. Tweed, Emma Hawk, Bertha Haefner, Mrs. Herman Hellige, Mary Muerhoff, Etta Simmons, Mamie Kottmer, Mrs. Fred Murray, Mrs. L. O. Cross, L. O. Cross, Nora Ebinger, Emma Mathiasmeier, Cora Davey and Ozella Lunn. Not shown in the picture are Mr. and Mrs. A. H. Byers and Mr. and Mrs. Frank McClurg.

Marketing Review . . .

Second TV Show Set; Ad Program Aimed at 500 Million Consumers

Our large-scale fall marketing program is now in its second month, with emphasis shifting from back-to-school sales to the Christmas gift market.

As the summary on this page shows, the program encompasses a wide range of factors affecting sales of our products. In magazines, on television, in local trade areas and on the counters of 40,000 Sheaffer dealers, the program is telling consumers why Sheaffer products are a top value for dollars spent.

* * *

"Gift of the Magi," 2nd TV Musical, is Dec. 9

Our first TV spectacular, "Little Women," the major item in our fall advertising campaign, will be followed up with another all-star musical show, a special adaptation of O'Henry's immortal Christmas story, "Gift of the Magi." Scheduled for December 9, also on the CBS television network, the show will be combined with a widespread magazine advertising program to promote Sheaffer products as gifts.

Richard Adler, who wrote the score for "Little Women," has also composed the musical setting for O'Henry's story. The stars will be Gordon McRae of movie fame and Sally Ann Howes, the English songstress who has been a hit as leading lady in the spectacular Broadway musical, "My Fair Lady."

The final rehearsal for "Little Women" will be held soon. With the combination of Louisa May Alcott's classic Civil War story, a cast of six stars and Adler's original score, it promises to be a highlight of the fall TV season. It is estimated that over 50 million viewers will see the hour-long production on October 16.

* * *

Merchandising Materials Stress Gift Buying

Special merchandising materials have been designed for both the back-to-school and Christmas programs.

As described in the August issue of the Review, point-of-sale material for school sales utilized the famous blue and yellow colors which have long identified Skrip writing fluid.

Christmas merchandising aids include: (1) a window display (see picture in the August Review) which features the entire line on moving, full-color pages; (2) new counter merchandisers for products retailing from \$2.95 to \$5; Skripsert pens, Skripriter ballpoints and Finline mechanical pencils; (3) mounted reprints of our national ads; (4) counter displays and

(5) plans to help the retailer in designing counter and window displays.

Since last month, Lady Sheaffer pens have been shipped in special Christmas packaging with a red, green and gold imprint. There are also Christmas box merchandisers for our Snorkel ensembles, which allow the retailer to display them as an item especially for the gift season.

Skripsert pens, Skripriter ballpoints and Finline mechanical pencils are packed in a gift box with a red or green ribbon imprinted "Merry Christmas."

A special promotion kit for retailers to use in connection with the production of "Little Women" has already been distributed, and a similar kit is planned in connection with "Gift of the Magi." The "Little Women" kit includes a counter card, a giant-sized window banner, four window streamers, a letter from the cast, a sample publicity release, suggested copy for newspaper ads, radio scripts for spot advertising, an outline for a meeting with the store sales staff and a sheet of ideas for increasing customer traffic. It is one item in five separate mailings being made to retailers, giving them a complete program for turning our na-

tional campaign into increased sales.

A contest is being conducted in connection with the Christmas window display. There are 91 prizes, with three top prizes of \$100.

As a final element of the merchandising program, a retail sales contest was launched October 1 and will continue until December 24. Retail sales people are earning points for each dollar's worth of Sheaffer merchandise sold, and a certain number of points will entitle them to select gifts from a special contest catalog.

* * *

19 Top Publications Used In Advertising Campaign

Our fall magazine advertising campaign is designed to reach almost 400 million consumers and provide continuous advertising impact from back-to-school through the Christmas season.

The back-to-school program which began in August and September will be followed up by a Christmas program in November and December. A total of 19 top publications are being used in the campaign, and ads are appearing in some of them several times. The schedule is carefully timed to tie in with our two television spectaculars, which will reach over 100 million viewers.

Our entire line will be featured in the 33 advertisements included in the magazine schedule, as well as in commercials for the television shows.

Advertising Schedule

Magazines	Circulation	Readership	No. of Insertions	Total Impressions
Life	5,811,624	28,033,000	4	112,132,000
Nat'l Geographic	2,145,638	21,450,000	2	42,900,000
New Yorker	415,428	812,000	1	812,000
Time	2,173,295	6,519,885	1	6,519,885
Ebony	435,080	2,637,000	1	2,637,000
Reader's Digest	11,859,830	19,299,150	1	19,299,150
Sat. Even. Post	5,232,882	16,876,000	3	50,628,000
American Weekly	10,307,458	29,621,000	1	29,621,000
Parade	5,039,764	15,119,292	1	15,119,292
First Three Mkts.	6,100,672	18,302,016	1	18,302,016
Look	5,550,000	16,832,001	2	33,664,001
Esquire	846,880	2,651,640	1	2,651,640
Vogue	405,130	1,046,304	1	1,046,304
Independents	5,432,048	14,291,095	1	14,291,095
Scholastic	1,963,346	4,500,000	5	22,500,000
Young Catholic Mes.	695,707	1,390,000	2	2,780,000
Boy's Life	1,460,956	5,440,000	2	10,880,000
American Girl	584,909	2,348,000	2	4,696,000
Scholastic Roto	1,244,225	3,000,000	1	3,000,000
				393,479,383

Hobbie, DeVol Win First Prizes In Annual Photographic Contest

First place winners of \$25 savings bonds in the sixth annual photographic contest are Waunita Hobbie, Mt. Pleasant plant, color division, and Del DeVol, Drafting, black and white division. Their prints were selected for top honors last month by judges Bob Gibbs, Osa Wilsey and Gene Davis, members of the Activities Committee.

Winners of \$10 second prizes are D. B. Early, Purchasing, color division, and Bill Schneider, Shipping, black and white division. Third prizes of \$5 went to Dick Masters, Tool and Die, color division, and Katherine Jones, Service, black and white division.

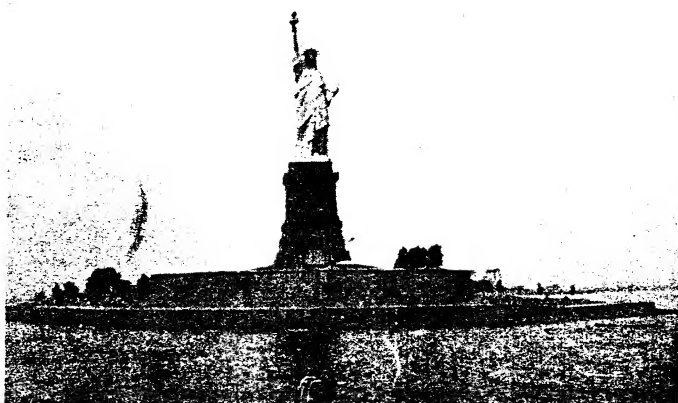
In the color division, honorable mention was given to prints submitted by Lyle Box, Sales Correspondence; Tillie Meister, Legal and Public Relations; Frank Worden, a retired employee; Carl Hundt, Engineering, and Waunita Hobbie.

Honorable mention in the black and white division was awarded to Al Hodges, Occupancy; Dick Masters, Bill Schneider, Katherine Jones and Del DeVol.

First Place - Color— Waunita Hobbie, Mt. Pleasant



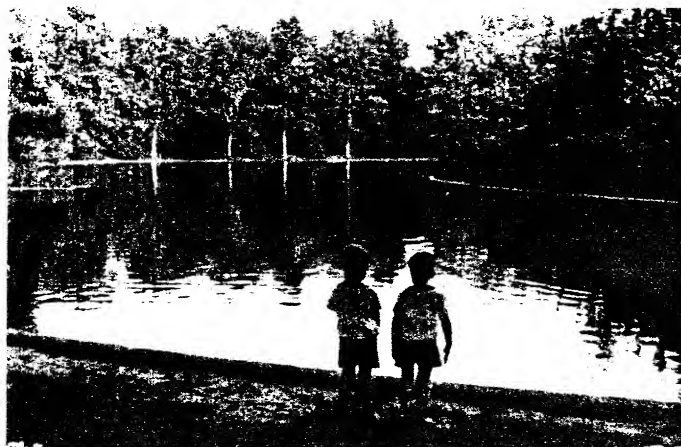
Second Place - Color— D. B. Early, Purchasing



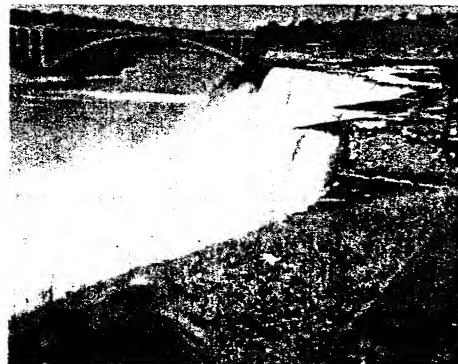
First Place - Black and White— Del DeVol, Drafting



Second Place - Black and White— Bill Schneider, Shipping



Third Place - Black and White— Katherine Jones, Service



Third Place - Color— Dick Masters, Tool and Die



Sheaffer Team Wins In Mt. Pleasant Boys' League

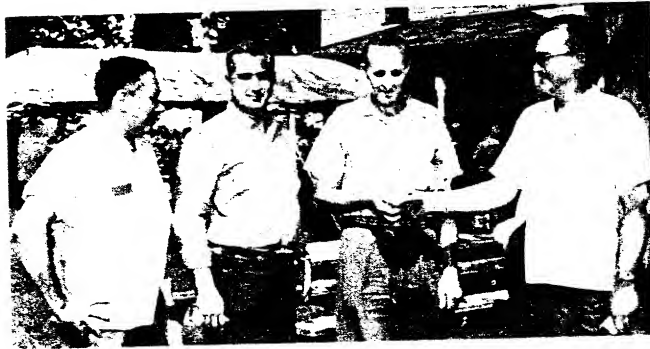


AMERICAN LEAGUE WINNERS — While this isn't a picture of New York's Yankees, it does show the American League champions in Mt. Pleasant's Boys' Baseball program. The boys, who chalked up a 9-2 record, were sponsored by Sheaffer's Mt. Pleasant plant. As a reward for their fine play, each of the youngsters received a Fineline mechanical pencil from Plant Manager Charlie Sowers.

In the front row (left to right) are James Prickett, Robert Wilt, Dennis Burky, Brian Hansen and Clark Reed. In the back row (left to right) are Manager Richard Higgins, Robert Dorothy, Mr. Sowers, Don Messer, Wendell Brase, Tom Dorothy and Manager Milton Roederer. Absent when the picture was taken were Dennis Trout, Robert Wellington, John Roederer, Richard Price and Greg Vaughn.

Klesner Wins Door Prize at Men's Stag

ERNIE (LEFTY) KLESNER, Service (second from right), was the lucky winner of a \$65 wrist watch at the annual men's stag, held August 30 at the cottage of Ernie and Butch Bartlett. He received the watch from (left to right) Gene Davis, Service, and Clarence Weibrenner and John Hase of Pen Plant, members of the committee which planned the get-together. About 60 employees attended.



Bill and May Cooper, John Hall Become U.S. Citizens



BILL AND Edith May Cooper happily examine the documents which made their citizenship official. Natives of England, they came to this country six years ago and settled in Fort Madison immediately after their arrival. About a month later, Bill joined the company. He has been caretaker of the Employee clubhouse since September, 1952. The Cooper's daughter preceded them to Fort Madison and has lived here for 12 years. May also has four brothers and a sister in this country.

JOHN HALL came to America in 1953, settling in Davenport. Six months later he joined the Tool and Die Division. He left his native England in 1948, but worked in Canada for five years. His wife, Helen, is an Iowan, originally from Fort Dodge. The little fellow in the center is their son, Deevy, age 3.



The Question Box

QUESTION: What do you think has improved our way of life most in the last 50 years?



BONNIE NEFF, Laboratory — The many appliances for our homes have made life a great deal easier. And I think fast transportation has played a big part in changing the world.

JIM LOGSDON, Inspection — I think it's the concept of mass production. Without it, we wouldn't have cars, washing machines or any other convenience at a price we could afford. It's the reason we have the highest standard of living in the world.



AL KROGMEIER, Screw Machine — I would say it's electricity, and the modern equipment this low-cost power makes possible. It would be pretty rough to go back to the days before we had large amounts of electrical power.



HELEN MANHEIM, File — Electricity has opened a whole new era of opportunity. By making possible a long list of modern conveniences, it has given us an entirely new way of life.



BILL BAKER, Screw Machine — The number one thing is our widespread use of electricity. I made a survey in my own home recently, and I found we have 37 different appliances. I'm sure most people would be surprised to find how many such items they've collected.



GERRY KOEBER, Personnel — I would say it's our progress in transportation, particularly with development of the airplane and our system of commercial airlines.



Bowling Review . . .

Season Opens in Men's, Women's Leagues



Action in the Men's Bowling League got underway last month as eight teams squared off in the chase for the 1958-59 championship and a basic prize list of \$240, allocated by the Activities Committee. Defending title holder is the Laboratory quintet, led by Captain Ernie Peasley.

Other team captains are Clarence Cowles, Tool and Die; Jack Finley, Office; Bill Kipp, Engineering; Frank Griswold, Gold Nib; Wayne Hughes,

Pen Assembly; Walt Rippenkroeger, Plating, and Bill Laughlin, Service. League officers are Larson Watts, president; Tom Gunn, vice-president, and Roy Neal, secretary-treasurer.

Pen Assembly; Walt Rippenkroeger, Plating, and Bill Laughlin, Service. League officers are Larson Watts, president; Tom Gunn, vice-president, and Roy Neal, secretary-treasurer.



Four teams are competing for championship honors in the Women's Bowling League, which started play September 15. They are Cashiers, Jackie Cline, captain; Gold Nib, Audrey Edlen, captain; Office, Rita Brandt, captain; and Shipping, Dolores Estrada, captain. The Gold Nib team is defending champion.

League officers are Kaye Schlegel, president; Alta Mae Perry, vice-president; Betty Chock, secretary-treasurer, and Rosemary Van Strander, sergeant-at-arms. Other team members are:

Cashiers—Carol Walker, Alta Mae Perry, Beverly Votzmeier, Ann Dodge,

SPARE—Joan Gross (left) and Carol Walker wait hopefully for the pins to fall as their teammates watch. They are (from the left) Margaret Kerr, Roberta Fedler, Beverly Votzmeier, Rita Brandt, Kaye Schlegel and Jean Watson.

Jeannie Watson and Margaret Kerr. Gold Nib—Rosemary Van Strander, Marie Becker, Betty Chock and Lorena Wilcox.

Office—Joan Gross, Kaye Schlegel, Roberta Fedler, Jean Wilson and Iris McWhortor.

Shipping—Martha Merschbrook, Aurelia Steffensmeier, Lorene Clark, Shirley Hughes, Mary Ussery and Marilyn Breiner.

Strictly for Ladies...

SHRIMP FRIED RICE

3 tablespoons, bacon drippings
2 cups cooked cold rice
2 eggs, slightly beaten
2 cups chopped cooked shrimp
½ teaspoon salt
⅛ teaspoon pepper
1 tablespoon soy sauce
½ teaspoon Accent

Heat bacon drippings in a large skillet. Add rice and saute until hot, about two minutes. Add eggs and stir rapidly until eggs are well mixed with rice. Reduce heat; add shrimp and remaining ingredients. Heat through. To mold, spoon hot mixture into a small bowl, press gently. Turn out on a serving dish. Garnish with whole shrimp and parsley. Serve with pineapple slices. Makes four servings.

HOBGOBLINS

These chocolate oatmeal cookies make a fine Halloween dessert or a handy item when you're faced with "tricks or treat."

1 package chocolate pudding
2 cups quick-cooking rolled oats
¼ cup pecans, finely chopped
¾ cup soft butter or margarine
½ cup sugar
1 teaspoon vanilla
3 teaspoons cocoa

Ghostly Glaze

(To make Ghostly glaze, combine two cups confectioners' sugar, sifted, two egg whites, a pinch of salt and a few drops of vanilla; beat until of spreading consistency.)

Blend first six ingredients with fingers. Shape into rolls about ¼ inch thick, six inches long. Arrange on ungreased baking sheets, curving slightly. Bake in moderate oven (350 degrees) 10 to 12 minutes. Cool on baking sheets; remove carefully. Frost bottoms with Ghostly Glaze, reserving ¼ cup frosting. Add cocoa to reserved frosting; use in cake decorator with plain tube to make faces. Makes about 20.

LACE TRIMMED SLIPPERS



The upper parts of this pair of crocheted slippers are of black crochet cotton, with soles crocheted of cotton rug yarn. Four narrow strips of white lace are stitched across the top for decorative contrast. Order leaflet PC-9349.

W. A. SHEAFFER PEN COMPANY

301 Avenue H

Ft. Madison, Iowa

Return Postage Guaranteed

Frank R. Loecher

1323 Avenue D

Ft. Madison, Iowa

Bulk Rate
U.S. POSTAGE

PAID

Ft. Madison, Iowa
PERMIT No. 12

47

Prize-Winning Construction Crew



Members of the Engineering Department formed the construction crew for this year's Sheaffer Rodeo float, second place winner in the annual parade. They worked evenings on a voluntary basis, using the \$150 provided by the Activities Committee to purchase materials for their replica of the original army fort. Left to right are Carl Hundt, Bob Consbrock, Bob Hejkel, Oliver Schmidt, Earl Francis, Gerald Hobbs, Kenny Mason, Ed Sporkman, Conrad Gillett, Harold Gustin, Nilas Long, Dave Hug, Kenny Miner and Ernest West.

Tool and Die Has Golf Tourney



THESE Tool and Die employees competed in the division's first golf tournament, held September 13 at the Fort Madison Country Club. Back row, left to right, are Willard Phillips, Les Hall, Norm Hatala, Nelson Weaver, Tom Ertz and Bob Daugherty; front row, left to right, are Norm Washburn, Ken Sorenson, John Montgomery and David Barnes. Winners cups were presented to Daugherty for getting the blind bogie score; to Sorenson for low score, an 80; to Washburn for low number of putts, 31, and to Washburn for high score, which was 35.

Service Anniversaries

— 30 YEARS —

Louise Kassmeyer—Cashiers

— 25 YEARS —

Pearl Britton—Stock Room
Charlotte Paschal—Pen Point
Nilas Long—Engineering
W. E. Beelman—Tool Room

— 20 YEARS —

Agnes Holterhaus—Shipping

— 15 YEARS —

Frances Ramirez—Metal Fab.
Clara Couchman—Metal Fab.
David C. Looney—Pencil

— 10 YEARS —

Wendell Prottzman—Plant #3

— 5 YEARS —

Marie Becker—Metal Fab.
Joan Laughlin—Insp.
Sydney McAllister—Service
Dorothy Hite—Plant #3
Helen VanAuken—Mail Room
Nell Mutter—I.B.M.
Louise Watts—Gen. Adm. Oper.
Ernest Steele—Tool & Die
Harlan Ross—Tool & Die
John Hall—Tool & Die
Genevieve Litvay—Mail Room
Mary F. Cox—Mail Room

Employees in Cashiers Dept. Honor Louise Kassmeyer

Louise Kassmeyer, who has completed 30 years of service, was honored by her fellow employees in the Cashiers Department at a dinner party September 17. She received a Lady Sheaffer pen from the department and a pin and carrying set from Department Manager Paul Pohlmeier. In addition, she received a milk-glass dish from Helen Kistler, who has worked with her for many years.

Others attending the party were Bea Cox, Marilyn Jabour, Phyllis Pranger, Louise Colvin, Wilma Hartman, Dorothy Brewer, Jackie Cline, Nora Baldwin, Malcolm Baldwin and Mildred Dawson.

SHEAFFER'S

Review

NOVEMBER 1958



Published Monthly in Fort Madison,
Iowa, U. S. A., for

W. A. Sheaffer Pen Company People
Throughout the World

Member: Iowa Industrial Editors'
Association
International Council of
Industrial Editors

EDITOR - - - DICK PRIEBE

On The Cover

The scene on our cover will be duplicated in homes across America this month as families come together on the day of Thanksgiving. We took our preview picture in the home of Melvin Hall, Maintenance, where Mrs. Hall graciously agreed to delay Sunday dinner while we set up our camera. It included a king-sized, golden brown turkey, the traditional Thanksgiving fare, which our camera angle unfortunately obscures. We had hoped it would help to whet Sheaffer appetites, if that is necessary. At any rate, best wishes to all of our fellow employees for a bountiful and most meaningful Thanksgiving.

From the editor's notebook

IN NOVEMBER, it's customary to write about Thanksgiving. And that's good, because it's an occasion with more meaning than we shall ever find words to give it.

So this is about Thanksgiving. It's a fable. At least, we don't know that it ever happened exactly this way. But it might have

Three men had come together in a place away from their native lands. They were strangers, but after a while they began to talk—of who and what they were, and where they came from.

One said that he came from China. He boasted that his nation covered 7 per cent of the earth's land surface and included 19 per cent of its people. I am thankful, he said, that I have a favored position in the eyes of the Peoples' Government. My neighbors must push their wooden plows through the fields for many hours to earn their lowly meal of rice each day. I have good food. I am the only man in my village who has ever ridden in a car. I am able to travel, as I am doing now. The others have never been more than a few miles from our village, on foot or in an ox-drawn cart. My neighbors must bow to me. If they do not, I can have them put in jail, with merely a word to the right person.

The second man said that he was from a country in Europe, that he worked in a factory. I am thankful, he said, that I have been able to save enough to buy a second-hand bicycle for myself and my family to use. And soon, if I work well, I may earn 50 cents an hour on my job, more than I am getting now. I am happy that my son is almost 14, for then he will work full time to help feed and clothe his brothers and sisters.

The third man said he lived in a small town in America with his wife and family, that he also worked in a factory. When he hesitated, the others asked, "And what do you have to be thankful for?" His answer was only silence. The two companions guessed that he could think of nothing to say.

In truth, of course, he did not know where to begin. After what they had said, he did not know how he could tell them of all the things for which he was thankful. He didn't think they would believe him.

Fairy Tale with an Unhappy Ending

WANTED

Skilled employees. Must supply own form grind machine. Apply at Personnel Department.

THIS would be a pretty curious advertisement. Fortunately, unless something drastic happens to our economic system, such an ad will never be printed.

Because who could imagine having to supply our own equipment in order to get a job? When we came to work at Sheaffer Pen, there wasn't the slightest suggestion that we had to have our own desks, or lathes or drills. Like almost every employee in America, we could take for granted that all of the modern equipment we needed went with the job. Jobs at Sheaffer Pen, and at other companies, come into being because someone else has been willing to provide money for the necessary tools.

The someone else is the stockholder, who lets us have some of his money because he feels that we'll operate well enough to make a profit and pay him a fair return on his investment.

Let's just suppose that we suddenly did have to buy the tools needed for our jobs. What would it cost?

Well, as our last annual report showed, the total value

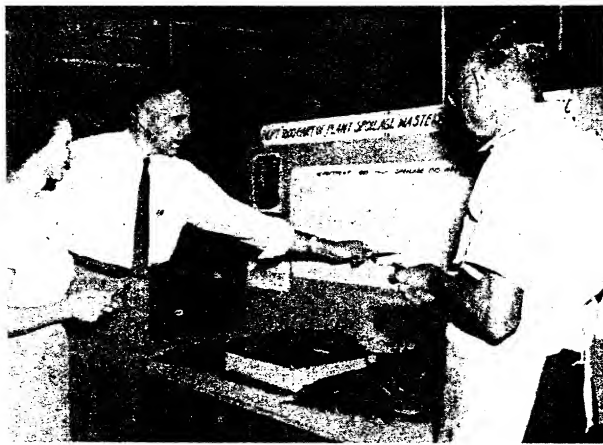
of tools in our domestic operations is over \$25 million. (This includes cash in the bank, land, buildings, machinery, etc., because tools are all of the things which contribute to the production of our products). Dividing by the number of employees, the value per employee comes to about \$16,000. That's how much each of us would have to dish out to buy the tools needed for one Sheaffer job.

Most of us would now be unemployed, it seems safe to say, if we had to "buy" our jobs for \$16,000. Or, we'd have to settle for using simple tools each person could afford. We'd be manufacturing writing instruments and everything else by hand. That would mean long hours, low production and low pay. Our high standard of living, which stems from the fact that we produce more goods per person than any nation on earth, would very soon be cut down to size.

The advertisement we mentioned would be curious, to say the least. But in America, where profits encourage millions of Americans to invest money in jobs for millions of others, it's just a fairy tale. One that would certainly have an unhappy ending.

War on Spoilage . . .

Manufacturing Departments Launch Campaigns



SPOILAGE from department operations was displayed on a table in Plastic Fab and Final Assembly. A chart shows the spoilage losses for each month of the year. Left to right are Lorene Clark, Department Manager Bud Covington and John Rhode.



IN METAL FAB, a chart also traces the spoilage situation by months. Spoilage materials from each day's operations are displayed to show the rate of accumulation. Left to right are Marjorie Tanner, Gladys Piper, Ed Lawlor and Department Manager Ed Lawlor.

EMPLLOYEES in the manufacturing departments of our Fort Madison plants last month declared individual wars on spoilage.

As a follow up to the Sam and Winnie display reported in the last issue, similar displays were set up in each department, pinpointing the spoilage problem for each phase of manufacturing.

The various displays have shown accumulations of scrap from department operations, losses from scrap in dollars and cents, spoilage totals by day or month, and information as to why spoilage was caused in specific cases.

Following is a brief summary of the campaign as it has been set up in each department so far:

PLANT NO. 2—Spoilage from each department was collected for one week. The accumulation was put on display outside the plant cafeteria. The total loss was \$890, or as much as the profit from the sale of 228,000 two-ounce bottles of Skrip. These figures were emphasized in the display, with checks made out to Sam and Winnie as their take from profit sharing for the quarter.

PEN POINT—A display of one day's spoilage was set up. Each week a chart is posted showing the daily scrap for the week. Scrap from each operation is itemized daily and the information given to supervisors for discussion with other department employees. The information is also used to study possible improvements in methods and equipment.

PLASTIC FAB & FINAL ASSEMBLY—A table is used to display spoilage from department operations. Behind it is a graph showing spoilage losses in dollars per day for each month this year. For the first six months it showed an average of \$218 per day. Spoilage from each section of the department was collected for one week in special boxes, on which pictures of Sam and Winnie appeared. The following week, the spoilage from each section was displayed for one day. All parts swept up from the floor during a week were also collected and put on display. Specific lots of merchandise with okay and reject pieces have been displayed. Time cards are stamped with slogans, such as "Stop Sam and Winnie" or "Work with Care."

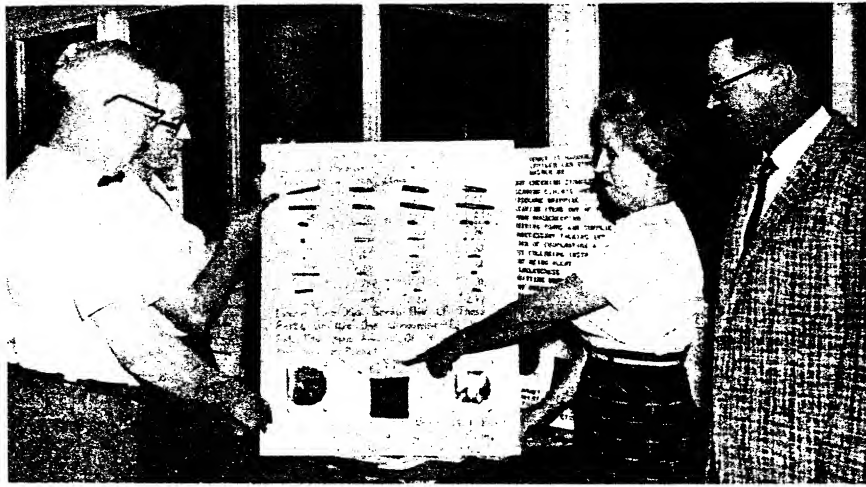
METAL FAB & DESK STAND—A chart shows the spoilage situation for each month of the year. Posters on spoilage are changed periodically. The scrap from each day's operation was accumulated for several days. Following that, typical spoilage items were displayed with notations as to why they were rejects. Then production cards were displayed, showing the numbers of spoiled parts found in different lots of work and reasons why the parts did not meet our quality standards.

MOLDING—The spoilage totals for each month of the year are shown on a chart. A barrel is set up and all scrap items deposited in it.

(Continued on page 4)



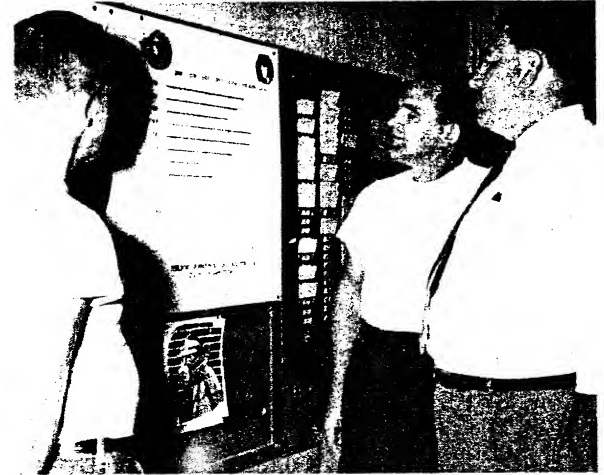
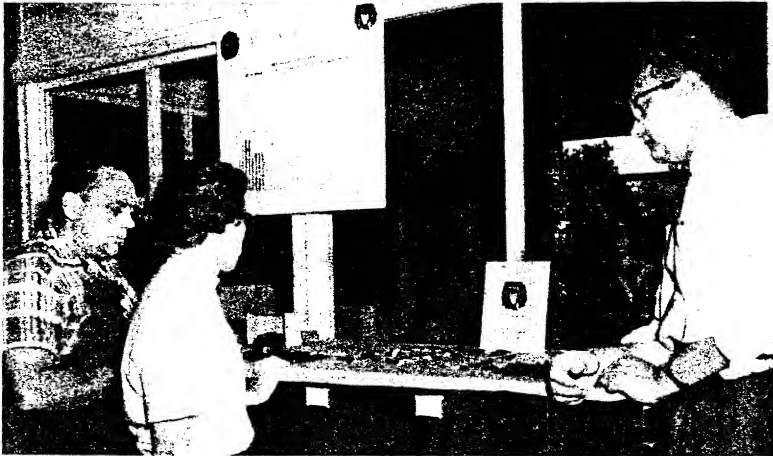
ACCUMULATIONS OF scrap are displayed in connection with graphs and posters in Plating. The loss in dollars and cents is shown. Left to right are Leo Zumdom and Harry Dusenberry.



THE PARTS used in repair work are displayed in the Service Department (picture at left). The amount lost when parts are broken or used incorrectly is emphasized. Left to right are Joe Burch, Frank Meyers, Edith Frost and Department Manager Leroy Super.

IN PEN POINT (lower left), a collection of one day's spoilage is displayed, with a weekly chart showing the amount of scrap for each day. Left to right are Ralph Kamp, Dorothy Lamb and Department Manager John Hauck.

SPOILAGE losses for each month of this year are shown on a chart in the Molding Department (below). Left to right are Bob Beckert, Herman Zumdome and Malcolm Evans, department foreman.



War on Spoilage

(From page 3)

Damaged or broken tools were displayed, since they are a major expense item in this department.

SERVICE—Because no product is made in this department, emphasis was placed on the parts used in repair work. Parts were displayed on boards showing the sales value of each and relating the figures to the importance of avoiding breakage and unnecessary use.

PLATING & POLISHING—Scrap materials are accumulated each week and displayed on a table. Cartoons and posters concerning spoilage are posted behind the display. The loss from department spoilage in dollars and cents is shown. A graph is being used to show progress in reducing scrap.

Shirley Thiem, PR Dept., Gets \$25 Suggestion Award

Shirley Thiem, Public Relations Department, last month received a \$25 suggestion award, raising to over \$9,600 the amount paid to employees since 1947 for submitting ideas.

Shirley's suggestion concerned improving our facilities for visitors by installing a coat rack in the main lobby.

Sheaffer Quiz . . .

What's Your Company and Business IQ?

ED. NOTE—This brief quiz will enable you to test yourself on facts about our company and our business system. Several of the questions are from previous 1958 issues of the Review, which gives you a running start on knowing the answers, which appear on page 8.

- In 1957, American industry paid more to stockholders as dividends than it paid to employees as wages and salaries. True or false.
- For each job in American industry, the amount that must be invested in machines, buildings and equipment is:

a. \$2,000	c. \$17,000
b. \$500	d. \$10,000
- The amount spent annually for advertising by all companies in the writing instrument industry exceeds:

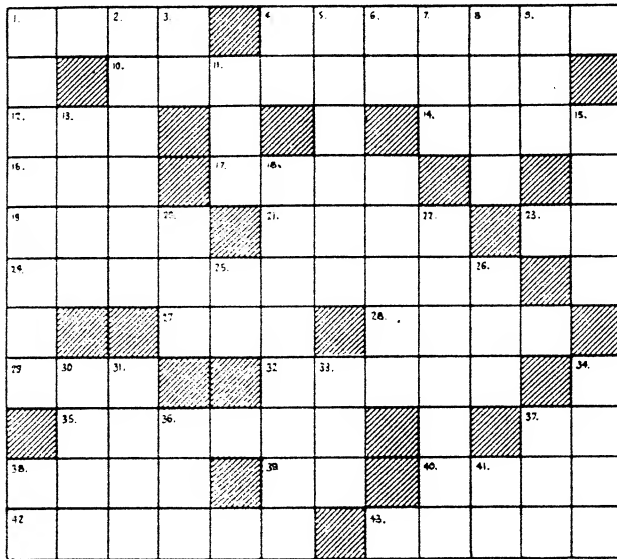
a. \$1 million	c. \$800,000
b. \$5 million	d. \$10 million
- To pay his federal income taxes, a married man with one child, earning \$83 a week, needs the full pay from:

a. 5 weeks	c. 1 week
b. 3 weeks	d. 10 weeks
- The number of Americans who own shares of stock in corporations is:

a. 100,000	c. Less than 50,000
b. 1 million	d. Nearly 9 million
- People who own our company total:

a. 10	c. over 1,000
b. 5	d. over 3,000

Here's Another Crossword Puzzle



ED. NOTE—Because of popular demand (both employees were highly enthusiastic) we talked Dave Hug into creating another crossword puzzle. This time, to make the suspense almost unbearable, we're going to hold the answer until next month. Happy word hunting in the meantime.

- | | |
|---|--|
| Across | 19 Past tense of lay |
| 1-4 Home base for Sheaffer's | 21 Opposite of borrow |
| 10 Location of a foreign Sheaffer plant | 23 Sheaffer's advertises on _____ |
| Triumph _____ wrap-around _____ | 24 We hope you are _____ in these puzzles |
| 14 Fat | 27 Women's garment |
| 16 English for herb | 28 Let's help make customer complaints _____ |
| 17 Pour forth | 29 _____ at Charters' |

- chow palace
 32 Done like a fox
 35 Play again
 37 Not down
 38 Perjurer
 39 Direction
 40 Each job falls into a _____ group
 42 Sheaffer's trademarks are protected by the _____ Department
 43 Kind of tree

Down

- 1 Use _____ leads
 2 Small animal
 4-18 Another Sheaffer plant location
 5 Disagrees
 6 District Attorney (abbr.)
 7 Illinois (abbr.)
 8 A country
 9 Row a boat with an _____
 11 Distress call
 13 Another country
 15 Go under water
 19 _____ into the fashion field
 21 Debutante
 22 _____ are excited about Lady Sheaffer pens
 25 Railroad (abbr.)
 26 Not wet
 30 For one voice
 31 Nipple
 33 Open drains with _____
 34 _____ the door to greater sales with Sheaffer's
 36 Prefix
 37 Colorado Indian
 38 Long play (abbr.)
 41 Associated Press (abbr.)

The Question Box

QUESTION: What do you think is the best way we can reduce losses from spoilage?



EMMA COX, Plastic Fab—I have always thought that if we all tried to be extra conscientious about our work, it would help a lot. We should remember that every move we make goes for profit or loss.

LOUIS REEDER, Molding—By putting forth our best effort at all times, watching our machinery closely, checking our work a little better, we could prevent a lot of spoilage.



HELEN VASS, Service — Each employee should realize that it is the little losses that cost the company and employees big losses in profit sharing, wages and other benefits.

HOWARD SENE, Metal Fab — Each operator should be thoroughly familiar with his job. The training time and attention supervisors give new operators or those transferred to different jobs will go far in reducing scrap losses.



ANN HAMMAN, Pen Point — We should remember that quality comes before quantity. Spoilage can be caused when employees are moved to different jobs, because we need to be as familiar as possible with what we are doing.

FRED GALBRAITH, Skrip—It's important to have the best possible materials to work with. I think it's necessary to have the closest possible cooperation between the Purchasing Department, Engineering and department managers.



Survey Shows Over 200 Employees Participating in Various Civic Activities

Sheaffer employees play an active role in the affairs of communities in the Fort Madison and Mt. Pleasant areas, according to a Review survey completed last month.

At the time of the survey (August and September), over 200 employees

were participating in various civic programs, including youth organizations, local governments, schools and fund drives.

Those reported include chambers of commerce, junior chambers, Fort Madison Rodeo, Rotary clubs, Lions clubs, Junior Achievement, Business and Professional Women's club, Fort Madison Youth Center, Library Boards, Red Cross and United Fund drives, March of Dimes, Boy Scouts, city, town and county governments, school boards, Little League baseball, Campfire Girls and Bluebirds, and various health organizations and city commissions.

The Review wishes to thank all of those who cooperated in the survey and to offer congratulations to those who are helping with activities that make communities in our Iowa plant areas better places in which to live.



THERE'S MUCH more to a television "spectacular" than meets the eye.

When our hour-long musical version of "Little Women" was telecast to over 13 million homes across the nation last month, the production that viewers saw on their TV screens represented months of preparation.

The work began almost a year ago, when our Marketing Division started planning for 1958 advertising, merchandising and sales programs. Division personnel knew that television should have a part in those plans. Studies showed that, in eight years, the number of sets in this country had grown from 3½ million to 46 million, which means the advertising impact of at least one

Television Spectaculars Involve . . . More Than Meets The Eye

Why did our company choose to use this type of advertising? How is a special hour-long show developed? A behind-the-scenes look at "Little Women" and "Gift of the Magi."

largely seasonal, this means paying for a program at times when money could be more effectively spent in other ways.

As a result, the attention of our marketing group was focused on TV specials, or "spectaculars." Viewer ratings showed that such shows had been successful last year, with some, like "Crescendo," attracting 51 million viewers.

When we had decided on using two "spectaculars" for our television advertising, the next matter was to select the shows. We agreed to use two stories that are American classics—"Little Women" and "Gift of the Magi." Both are well known and well accepted, making it unnecessary to sell the

public on the stories themselves.

Next came the problem of rewriting the stories into one-hour scripts. In the case of "Little Women" this meant trimming a full novel, and two tries were necessary before a script was prepared that we accepted. Work on the script for "Gift of the Magi" is now underway, and the writing job is just the opposite of that for our first show. The original story by O'Henry is only a few paragraphs long and must be expanded.

The following step on the way to the production of our "spectaculars" was to make arrangements with a television network. We wanted to get time in the prime evening hours, when about two-thirds of all sets in America are on. We also wanted to include the largest possible number of stations and to schedule the shows for October and December, to fit in with our fall and Christmas marketing campaign. We accepted a proposal from CBS-TV which includes clearance on 151 stations in this country and 31 in Canada.

Next came the planning and preparations of commercials. Of the hour, six minutes are available for commercials (plus opening and closing), and this time was apportioned among our products, since we wanted to feature our entire line on both shows.

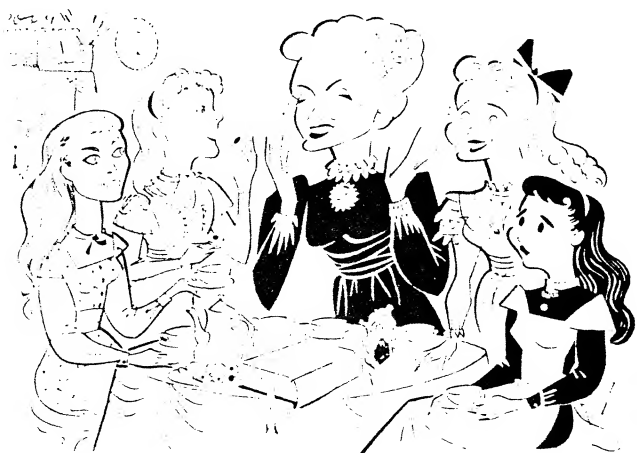
The first scripts for the "Little Women" commercials were prepared in May, following a series of conferences. These were revised and translated into picture form by artists, to show how the commercials would look on TV screens. The drawings were then revised into the final commercials.

For "Little Women," commercials on Snorkel and Skripsert pens and Skripwriter ballpoints stuck close to the exclusive features of these products, since they are already familiar to consumers. The commercial for Lady Sheaffer pens was approached differently, because we are still introducing them to the public. As you will recall, special lighting and music was used, with emphasis on the new idea of using fountain pens as fashion accessories. To make the commercials more effective, they were integrated into the show, with words and pictures that led easily from the story into the commercials.

We decided to add the dimension of music to our special shows, and the task of writing the original scores went to Dick Adler, one of Broadway's finest composers. The producers, Talent Associates, are also the best in the business, with such "spectaculars" as the DuPont shows of the month to their credit.

A final step was selection of the cast, and we needed performers who could sing as well as act. For both of our shows, as you know, some of the top names from Broadway and Hollywood were given the starring roles. As announced in the October Review, Gordon MacRae and Sally Ann Howes

(Continued on next page)



set in 8½ out of every 10 homes.

To do the most effective advertising job, we needed programs with a special impact, where we could do more than remind the viewers of the existence of our products. It was necessary that our programs be geared to our type of products—ones that are purchased to last and where the consumer does not have to buy replacements at frequent intervals, as is the case with such items as cigarettes, soap and foods. The desired result could not be best obtained with run-of-the-mill program types, which might have large coverage but which lose impact because they are similar to shows seen week after week. Westerns are a current example. They were preceded by quiz and variety shows, many of which have disappeared.

The possibility of sponsoring a weekly show was ruled out because of expense and because it would not be the most effective use of our advertising dollars. Such shows must be sponsored for a definite length of time—at least 13 weeks. Because our sales are

(From preceding page)

will be seen in "Gift of the Magi" on December 9.

When the shows were set, a wide-spread public relations and publicity campaign was set into motion for "Little Women." The results included such outstanding publicity as an editorial in the Saturday Evening Post, a two-page spread in TV Guide, the proclamation of a "Little Women" week by the governor of Massachusetts and hundreds of mentions in newspapers across the land. In addition, for only the second time in TV history, an album of songs from a show was put out ahead of time. A similar publicity campaign is now being mapped out for "Gift of the Magi."

Late in September, about two weeks before the show, rehearsals for "Little Women" began, and they continued on almost a round-the-clock basis. At first, the cast, the orchestra and other segments of the show rehearsed separately. Then, in the second week, they were brought together. The vigorous schedule ended with a full dress rehearsal the day before the telecast.

When the cameras went into operation on October 16, and the announcer said "Sheaffer's Showcase" was on the air, it did not mean that our Marketing Division was finished working on "Little Women." With the cooperation of our advertising agency, Batten, Barton, Durstine and Osborn, tests were immediately begun on the show's effectiveness. As soon as it was completed, 500 telephone calls were made to people in 10 cities and questions asked about the show and our products. The next week a special comparison test was conducted by a leading research organization with people who had not seen the show. They were asked questions about who they think manufactures the best writing instruments, the use of pens as fashion accessories and so on.

And, as outlined in earlier issues of the Review, the final success of the TV shows depends upon their integration with other elements of the marketing campaign—magazine advertising, the tie-in with retailers through the use of merchandising materials, incentives for retail sales personnel.

A TV "spectacular" is a large-scale undertaking. If the hour the show is seen on America's TV screens is to pay off, many other hours of planning and preparation must have preceded it.

October, 1958

Employees Study Automatic Calculators . . . Machines Solve Detailed Problems, Save Time



Benny Uses Sheaffer Pen In Lucky Strike Ads

When December rolls around, watch for the Lucky Strike ads that are scheduled to appear in 13 national publications.

What about them? Well, they show film and TV star Jack Benny signing Christmas cards. And being a man of good taste, he's using a Sheaffer Snorkel pen to do the job.

The magazines are Saturday Evening Post, Time, Newsweek, Life, Look, True, Outdoor, Progressive Farmer, Farm Journal, Sports Afield, American Legion, Grit and Family Weekly. The total circulation is over 37 million.

A training session on the operation of automatic calculators was attended last month by this group of office employees. Left to right (back row) are Stan Fairlie, Nina Schutte, Marlene Richers, Jackie Cline, Loraine Meade and Betty Chock. Front (left to right) are Diana Deluca, Carol Walker and Bill Knobbs.

Our company has 16 calculators, which sharply reduce the time necessary for such things as budget computing and determination of sales quotas, where detailed mathematical results must be obtained. The machines can add, subtract, multiply and divide, and they perform thousands of calculations every day. Each machine has between 6 and 7,000 parts.

Harold's Got The Bird . . . But He's Not Crowing About It

You can't give Harold Gauley the bird.

Harold, who is assembly department manager at the Canadian plant, already has a bird. She's Cora the crow.

Cora, shown in the picture admiring a Sheaffer pen, has adopted Harold. She rides to work with him on the hood of his car. They've become birds of a feather, as Harold's fellow em-

ployees put it, although he disclaims any responsibility for some of Cora's antics.

For example, she flew into the zoology classroom at the school one time and ate the gold fish the youngsters were studying. And some hard feelings were caused when, during a heated golf match, she flew off with a ball that had landed about two feet from the cup.

Cora often brings home coins she has taken from neighbors' milk bottles, and Harold admits this habit is helpful for coffee breaks. But he says he'd like it more if she took a sudden interest in the local jewelry store.

Harold doesn't know how long Cora will stick around. As this story was written, there was no indication that she would fly south this winter. In that case, they may be together as long as Harold can stay out of jail.



W. A. SHEAFFER PEN COMPANY

301 Avenue H
Ft. Madison, Iowa

Return Postage Guaranteed

M. Nadine Cochran
1323 Ave. D
Ft. Madison, Iowa

Bulk Rate
U.S. POSTAGE
PAID
Ft. Madison, Iowa
PERMIT No. 12

30-Year Employees Receive Desk Sets



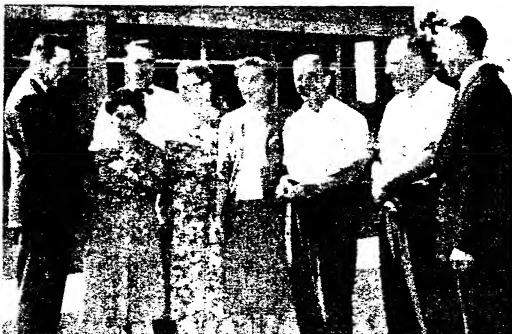
LOUISE Kassmeyer and Augie Peterschmidt (left) last month received solid gold desk sets upon completion of 30 years of service. The presentations were made by Pres. W. A. Sheaffer II. Louise is in the Cashiers Department and Augie works in Plastic Fab and Final Assembly.

Women's Travel Club Names Officers

NEW officers of the Women's Travel Club are (seated) Katherine Tobbs, left, president, and Marie Neuhart, Pen Point, secretary; standing, Margaret Feldbauer, left, Plastic Fab, vice-president, and Mae Wells, Quality Assurance, treasurer.



Canadian Employees Get Service Pins



FIVE-YEAR service pins were awarded to seven employees of the Canadian plant recently. Above, right, Amy Picot, Fabrication Department, receives her pin from Pres. Clyde Everett. In the other picture, Mr. Everett (left) and Plant Superintendent Herb Stott (right) present pins to (from the left) Rose Peachey, Fabrication; Anthony Etue, Maintenance; Meryle Spooner, Fabrication; Mildred Thomas, Fabrication; Feliz Lapaine, Fabrication, and Charles Cadman, Service.

Service Anniversaries

— 30 YEARS —

Naomi McNeill... Quality Assurance
Leslie Hall... Tool & Die

— 25 YEARS —

Chapel Tordt... Service
Forrest Weiser... Prod. Control
C. Fred Grant... Salesman

— 20 YEARS —

Lorene Clark... Plastic Fab. & Final As.
Peryl Kress... Plating

— 15 YEARS —

Josephine Hutchison... Service
Johanna Meisel—Plastic Fab. & F. As.
Anna L. Kennedy... Medical
Ernest Hobbs... Molding
Kester James... Stock Room & Wareh.
Howard Herold... Cost Accounting
John Kroes... Payroll
J. Robt. Schroeder... Ret. Merchandise

— 10 YEARS —

Mary Quinlan... Desk Stand

— 5 YEARS —

Robert Dougherty... Tool & Die
Louise Natalie... New York Office

Answers to Quiz

1. False. As reported in the May issue of the Review, industry in 1957 paid out between 19 and 20 dollars to employees as wages and salaries for every dollar it paid to stockholders as dividends.

2. c. The average investment per job in American industry is \$17,000. Jobs exist because money is available for machines and equipment. The investment of money in industry is encouraged by profits, which is why they play such an important part in our lives.

3. d. While companies in the writing instrument industry do not disclose their advertising budgets, it can be conservatively estimated that they spend over \$10 million each year in telling customers about their products.

4. a. The federal income tax bill for a married man with one child earning \$83 a week is about \$417, equal to his earnings for 5 weeks.

5. d. Nearly 9 million persons from all walks of life own shares of stock in America's corporations.

6. d. The owners of our company—those who have purchased stock—total over 3,000.



SHEAFFER'S

Review

DECEMBER 1958

SHEAFFER'S

REVIEW

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Throughout the World

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Association
International Council of
Industrial Editors

EDITOR - - - DICK PRIEBE

On The Cover

Office employees will readily recognize the scene on our cover. Similar scenes happen every two weeks—on pay days—when John Kroes, supervisor of the Payroll Department, brings around those pieces of paper with the words "Pay to the order of" before each employee's name. And it's much the same in factory departments, except that John gives the checks to department managers for distribution. Shown with the always welcome Mr. Kroes is Edna Kaercher, a secretary in the works manager's office. For information on how payroll checks are prepared, see the story and pictures on pages 4 and 5.

To all Sheaffer Employees . . .

AT THIS time of year, particularly, I wish that time permitted me to visit with each one of you. In that way, I could answer your individual questions about our company's operations. And, of course, I could express to each of you sincere wishes for a joyous holiday season.

In the early days of our company, my father and grandfather could do just that. But over the years, our company has grown many times over. This growth has meant more jobs for more people, new and bigger buildings, more machines.

We wouldn't want it any other way, of course. We have all benefited from the results of our combined efforts. But an inevitable result of progress is that we lose some of the close personal relationships that can exist among a small group of employees.

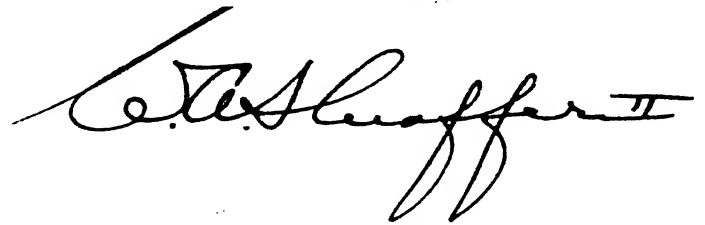
But if I cannot talk with each of you, I can hope that this message in our employee publication will successfully convey to you my best wishes for the merriest Christmas ever and the happiest of New Years.

Looking ahead, I believe that 1959 will mark the beginning of a new era of growth for our company. As our plans and programs become final, we will report them to you in the Review and elsewhere.

Of course, the success of future programs will continue to depend upon the skills and the energies of all Sheaffer men and women. And this fact is one of the biggest reasons that we can look to the new year with confidence.

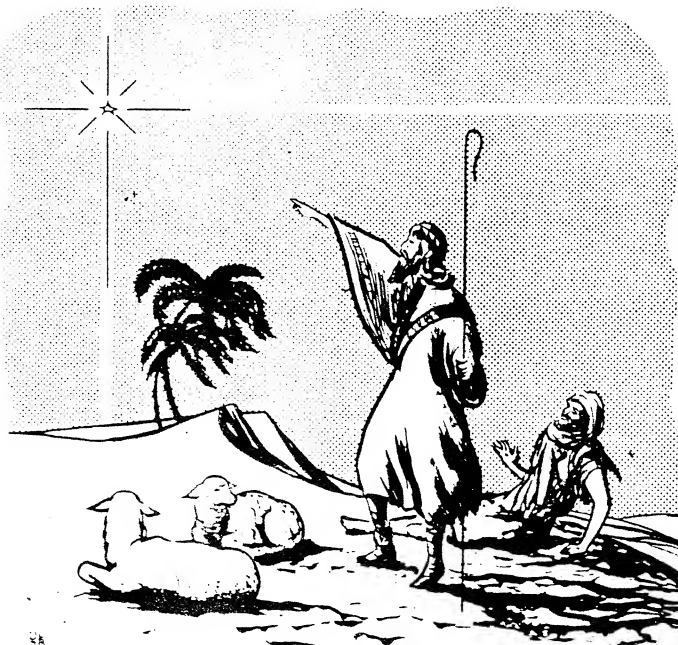
Again, may you and your families have, in the truest meaning of the words, a Merry Christmas and a Happy New Year.

Sincerely,



President

Joy to the World



And she brought forth her first born son, and wrapped him in swaddling clothes and laid him in a manger; because there was no room for them in the inn.

And there were in the same country shepherds abiding in the field, keeping watch over their flock by night.

And, lo, the angel of the Lord came upon them, and the glory of the Lord shone round about them: and they were sore afraid.

And the angel said unto them, fear not: for, behold, I bring you good tidings of great joy, which shall be to all people.

For unto you is born this day in the city of David a Saviour, which is Christ the Lord.

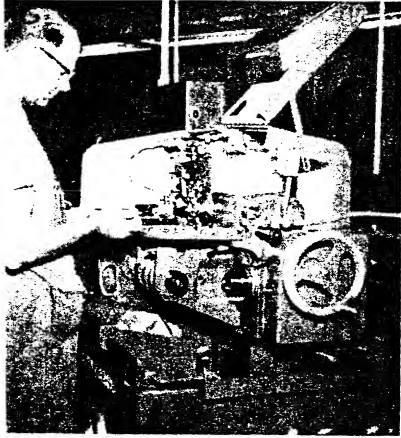
Merry Christmas To All Of You

Sheaffer's Review

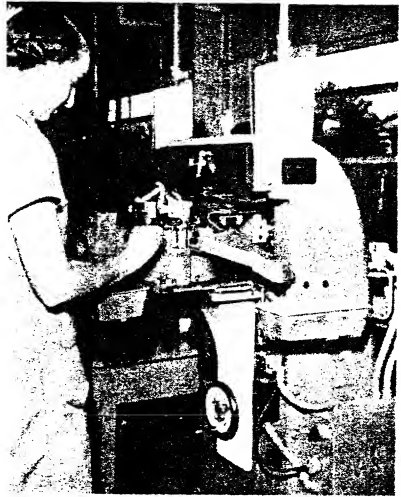
A Quiz . . .

On Machines, Dollars and Cents

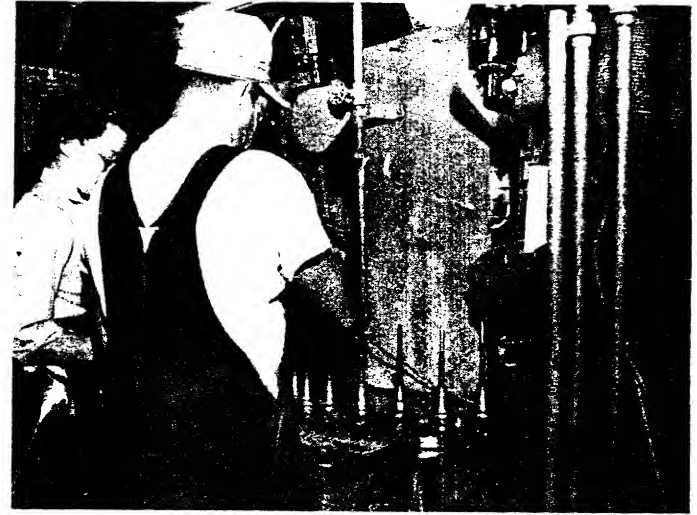
On this page, Sheaffer employees are shown operating some of the many machines which help us to produce our products quickly and efficiently. As you can imagine, equipment like this is pretty costly. To illustrate, we've listed several cost figures under each of the pictures. Make your own estimate before looking at the answers on page 6.



1. 10,000 RPM Screw Machine
Screw Machine Dept.
a—\$400
b—\$1,000
c—\$10,000
d—\$9,000



2. Imprint Machine
Pen Point
a—\$960
b—\$7,300
c—\$4,200
d—\$8,000

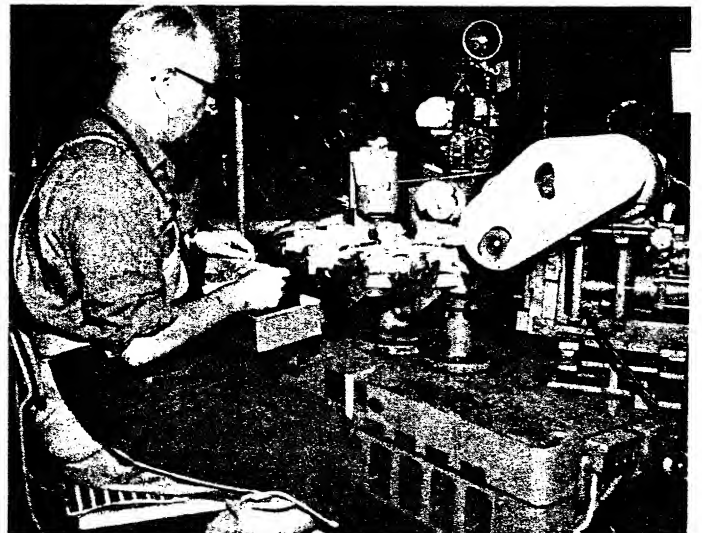
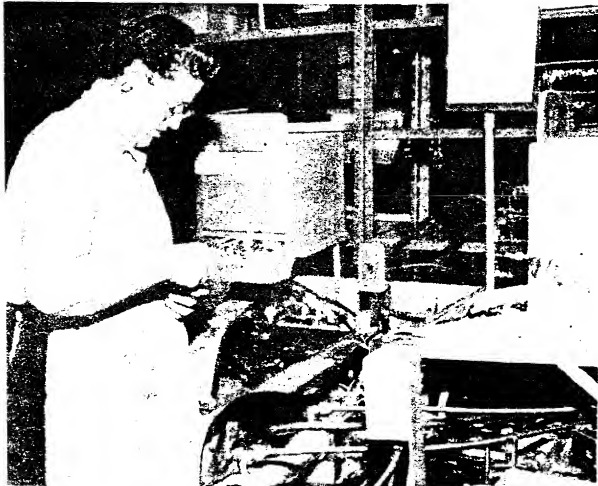


4. Buffing Machine, Plating & Polishing
a—\$10,500
b—\$25,500
c—\$5,100
d—\$2,000

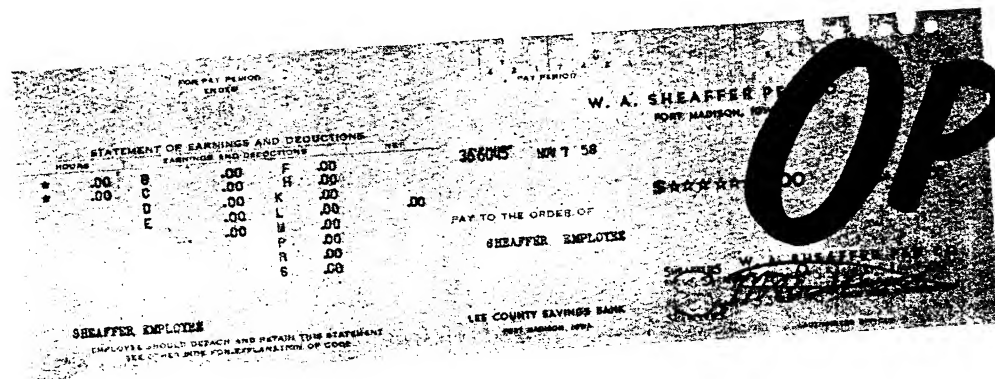


5. Five Pack Carton Machine, Skrip
a—\$11,600
b—\$5,400
c—\$1,100
d—\$3,500

3. Automatic Facing Lathe, Metal Fab
a—\$5,700
b—\$785
c—\$2,300
d—\$8,000



6. Feed Process Machine, Plastic Fab & Final Assembly
a—\$2,000
b—\$6,000
c—\$9,200
d—\$12,000



OPERATING PAY

EVERY YEAR, about 40,000 payroll and profit-sharing checks are prepared and distributed to Sheaffer employees in Fort Madison and Mt. Pleasant alone.

During the last fiscal year, these checks totaled almost \$9 million. They represent our share, as employees, in the success of our company. They're a mighty important item to every one of us.

Of the 40,000 checks, each employee is most interested, of course, in the 31 checks that are made out to him or her each year. This story is about an employee's check for a given pay period. It will show you what's done to make sure you receive your check on time and, what's just as important, that it's correct. It will tell you something about what happens to that important piece of paper before it reaches you.

The preparation and distribution of payroll checks is a function of the Finance Division. The job is done by personnel in the Payroll Department, under the supervision of John Kroes.

The story of a payroll check actually begins in the Addressograph Department, where plates containing the name, address and social security number of each employee are made and kept on file. These plates are used in printing your name on your check before each pay day and in printing time cards.

Time cards are printed in addressograph every Wed-

nesday and distributed to all departments for use by employees the following week. Time cards enable employees to keep an exact record of their jobs and are used by Payroll to determine the amounts of checks.

Time cards are collected each day and approved by employees' supervisors. Then they go to Payroll, where they are checked by a time card auditor and given to department personnel for posting on re-cap sheets.

The re-cap sheet gives a complete picture of what each employee has done for a two-week pay period. It shows the number of pieces turned out and the number of hours worked on each job in the two weeks. It is from this re-cap sheet that your earnings are computed at the end of the pay period.

Gross earnings are figured first by adding the number of hours and pieces and applying the correct rates. Then deductions are computed—federal withholding tax, social security, non-resident state tax, etc. Some must be made by law; others, such as trust fund contributions, are voluntary. It is possible for an employee to have as many as eight deductions from gross earnings. As you know, the types of deductions are listed on the back of your check stub so you can check on exactly what they are.

Checks are written on a machine which automatically subtracts deductions from your gross earnings to get net pay. The figures from your re-cap sheet are punched on the machine's keyboard, which makes three original copies

PAYROLL checks and time cards are printed in the Addressograph Department from plates containing the name and address of each employee. In the picture below, Shirley Humphrey (foreground) is printing time cards and Gladys Derr is operating the machine which prints names on checks.



JOB information placed on time cards by employ Department. The re-cap sheet gives a complete period. Earnings for a pay period are computed Supervisor John Kroes, Evelyn Culp, Jerry Wag

NON CHECK

GROSS earnings are computed first on an employee's re-cap sheet. Then deductions are computed and subtracted to arrive at net earnings, or the amount that appears on payroll checks. In this picture, Ann Dodge computes the federal withholding tax to be deducted from an employee's earnings. This deduction is, of course, required by law. Others, such as trust fund contributions, are voluntary.

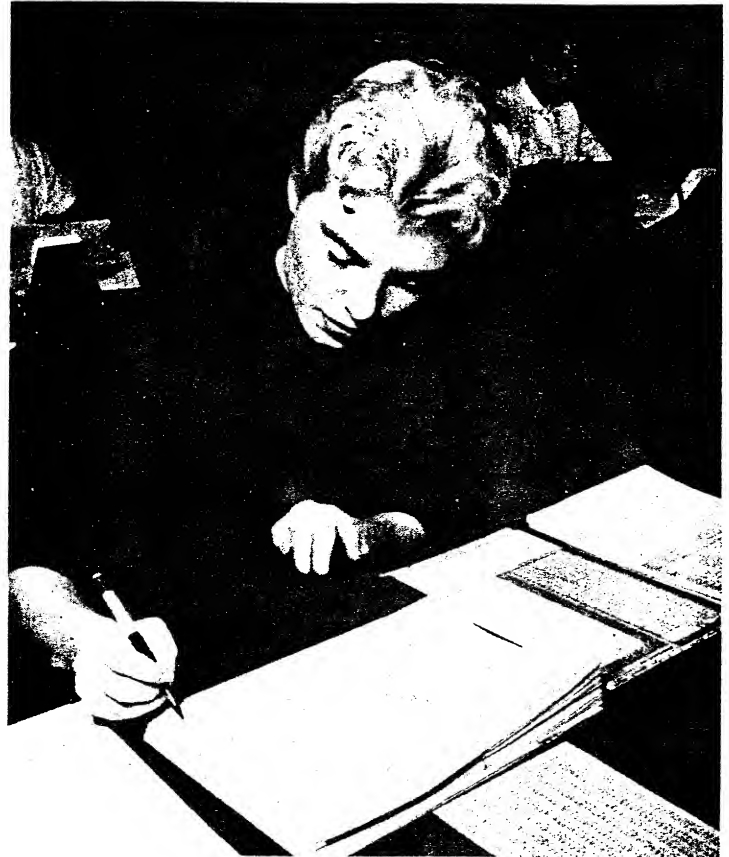
of the result. One is your check. A second appears on a sheet which accumulates your earnings for the entire year. The third is on a check register, which provides a record of payroll checks in the same way that stubs in your check book provide a record of your personal checks.

You may have noticed the indentations which appear at the top of your checks. These are also made by the check writer to show the pay period for which the check is written and the check register on which the check is listed. This information is used in recording cancelled checks returned by the bank.

The record of your earnings for the year is used by payroll to prepare the W-2 form (withholding statement) which you must attach to your federal and state income tax returns. The W-2 is your proven and official record of earnings and tax withheld by the company.

The final steps in the payroll procedure are, of course, signing the checks and distribution. Supervisor John Kroes, who has charge of distribution, delivers them to office employees himself. Checks for employees in manufacturing departments are delivered to department managers for distribution.

This is the story of your pay check. As you can see, many safeguards are used to insure that you are correctly paid for your contributions to our company's operations.



based on re-cap sheets by personnel in the Payroll Department. This sheet shows what each employee has done for a two-week period. Left to right are Rose Ann Strunk, Eleanore Burmaster.

CHECKS are written by a machine which automatically subtracts deductions from gross earnings to get the net pay of each employee. The figures from each employee's re-cap sheet are punched on the machine's keyboard, which makes three original copies of the result. The operator is Iona Siegrist.



Social Security Amendments . . .

Bigger Tax Ahead for Employees, Company

Amendments to the Social Security law enacted by the last session of Congress will mean a bigger tax bite next year for both employees and the company.

Starting January 1, the Social Security (FICA) tax will increase from 2¼ to 2½ per cent, and the amount of annual earnings on which the tax must be paid will increase from \$4,200 to \$4,800. This change affects both employees and the company because, under the law, both contribute equal amounts. In 1959, both the company and employees will pay \$28,100 more in Social Security taxes than they did this year.

For example, an employee earning \$3,600 in 1958 will pay \$81 in Social Security taxes and the company will pay an equal amount in his behalf. Next year, with the 2½ per cent rate, the employee and the company will each pay \$90. For annual earnings of \$4,800 or more, the employee's tax payment and that of the company will rise from \$94.50 to \$120.

The 1958 amendments also provide for even higher tax rates in the future. The rate will go to 3 per cent in 1960. After that there will be a one-half per cent increase every three years to a maximum of 4½ per cent in 1969.

The Question Box

QUESTION: What is the nicest Christmas present you ever received?

GRACE LEMMON, Cafeteria—I think it's having everyone home for Christmas. My husband just came home from the hospital, so I'm looking forward to a gay Christmas season.



HARLEY BROWN, Plating & Polishing—I've enjoyed the electric shaver I got as much as anything. You're bound to get a lot of good out of something you use so often.

DIANA DELUCA, Steno—It's the set of encyclopedias I received from my father when I was in the sixth grade. They helped a lot with term papers and so on in both high school and college. I still use them often, even though I'm out of school.



AUGUST KUESTER, Addressograph—My nicest Christmas present happened some time ago, along about VJ Day, when I learned I was going to be sent home. I did arrive for Christmas, and it's the best one I've ever had.

ELAINE WAGNER, Merchandising—Actually, it's not anything I've received. It's just watching my children on Christmas morning. Their happiness is the best gift of all.



JOE ZUMDOME, Maintenance—My daughter's first Christmas was the best one I've had. The look on her face and her enthusiasm are things I'll never forget.

Answers To Quiz on Machine Costs

As our last annual report showed, the company's total investment in machinery and equipment for domestic operations is over \$4 million. Total cost of just the six machines shown on page 3 is \$68,476. Here's the way it breaks down:

1. d. A 10,000 RPM screw machine costs \$9,003. A new improved type, it makes tip blanks for our ballpoint pens at the rate of 750 per hour. The operator is John Wilhelm.

2. b. The cost of this imprint machine is \$7,358. It is used for stamping our company name on pen points, primarily stainless steel points. It can process about 1,200 an hour. The operator is Martha Gunter.

3. a. The automatic facing lathe

costs \$5,718. It trims to length and faces such parts as plunger tubes and sac protector tubes for the Snorkel pen. The operator is Selma Heubner.

4. b. An automatic buffing machine costs \$25,510. It cuts down and colors caps and barrels, and sockets and socket posts for desk sets. The operators are Carlene Cullen and Herb Halferty.

5. a. The five-pack carton machine costs \$11,606. It packages our Skrip cartridges at the rate of 53 five packs per minute. The operator is Mabel Lucas.

6. c. A feed process machine costs \$9,281. It is used in manufacturing feed parts for our Snorkel pens and can process over 1,000 parts an hour. The operator is Ed Sanders.

Answer To Crossword Puzzle In Last Issue

1	F	2	O	3	R	4	T	5	M	6	A	7	D	8	I	9	S	10	O	N	
11	I	12	A	13	U	14	S	15	T	16	R	17	A	18	L	19	I	20	A		
21	N	22	I	23	B	24	O	25	G	26	L	27	A	28	R	29	D				
31	E	32	R	33	B	34	S	35	P	36	U	37	E	38	M	39	I				
41	L	42	A	43	I	44	D	45	L	46	E	47	N	48	D	49	T	50	V		
51	I	52	N	53	T	54	E	55	R	56	E	57	S	58	T	59	E	60	D	61	E
62		63	P	64	R	65	A	66	R	67	A	68	R	69	E						
71	E	72	A	73	T	74		75	S	76	L	77	Y	78	L	79	Y	80	O		
81		82	R	83	E	84	P	85	L	86	A	87	Y	88	E	89	U	P			
91	L	92	I	93	A	94	R	95	N	96	E	97	R	98	A	99	T	E			
101	P	102	A	103	T	104	E	105	A	106	S	107	P	108	E	N					

Bowling Review . . .

Pen Assembly, Gold Nib Teams Take Leads

As of mid-November, the Pen Assembly team was leading in the Sheaffer Men's Bowling League with a 19-11 mark, while the Gold Nib team was pacing the women's league with a 17-10 record. Plating held second place in the men's loop with 18-12, and the Cashiers team was second in the women's league with 14-13.

Clarence Cowles, Tool and Die, and Lorena Wilcox, Gold Nib, had the high

single games—212 and 201, respectively. Roy Neal, Laboratory, had the high men's series, 567, while Lorena's 521 was tops for women bowlers. Tool and Die had the high team series, 2450, and high team game, 874, in the men's league. In the women's league, the Cashiers team had the high series, 1973, while Gold Nib had the high team game, 705.

Seven Sheaffer Girls on Ft. Madison Cage Team



SEVEN Sheaffer employees are members of the first girls' basketball team to represent the city of Fort Madison. Called the Fort Madison Merchants, the team is sponsored by 32 city business firms, including our company, and practice sessions and games are being held in the Clubhouse gym. Shirley Hughes, Financial Division, is serving as the team's business manager. She is arranging a schedule of 24 games with high school and college teams from this area. The coach is Katy Hummell. Team members are (back row left to right) Flo Fickel; Carlene Cullen, Plating; Betty Calvert, Payroll; Mrs. Hummell; Mary Etta Smoot, File; Susie Kincaid, Service; Betty Harmon and Audrey Calvert; Front row, left to right, are Mary Nelle Taylor; Marj Tanner, Metal Fab; Marcia Kimball; Charlotte Sommers, Metal Fab; Carol Henadel and Mary Lou Anderson, Steno.

Mt. Pleasant Bowling Team Among Leaders



THE MT. PLEASANT plant's entry is among the leaders in an eight-team women's bowling league. When this was written, the Sheaffer girls were in fourth place with a 14-10 record, only three games from the top position. Seated (left to right) are Waunita Hobbie, Dorothy Miller and Betty White. Standing are Lucille McClure (left) and Lois Scarff.

Strictly for Ladies...

Baby Outfit

This matching, 5-piece ensemble includes a cardigan, booties, bonnet, mittens and carriage cover. All are knitted in two colors, with borders worked in white. Order leaflet No. C-23.



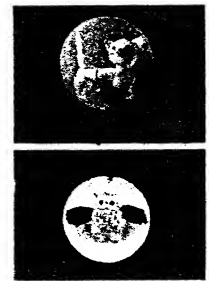
Shoulder Length Hood

Bold colored stripes are wonderful for casual wear. This knitted, shoulder length hood can be drawn snugly around the neck with a cord of matching yarn worked through the hood. Order leaflet No. C-437.



Crocheted Toys

Perky the Cat is done in white and pink wool with scraps of felt for the eyes, nose and mouth, and gold thread for the whiskers. The owl is beige and dark brown, and felt is used for the spectacles, beak and claws. Order leaflet No. C-324.



* * *

Orange Tea Bread

1 cup milk
 $\frac{3}{4}$ cup sugar
 $1\frac{1}{4}$ teaspoons salt
 $\frac{1}{2}$ cup shortening
 $\frac{1}{4}$ cup warm, not hot, water
 2 packages of cake yeast
 2 eggs, beaten

Grated peel of 1 orange
 $5\frac{1}{2}$ cups flour

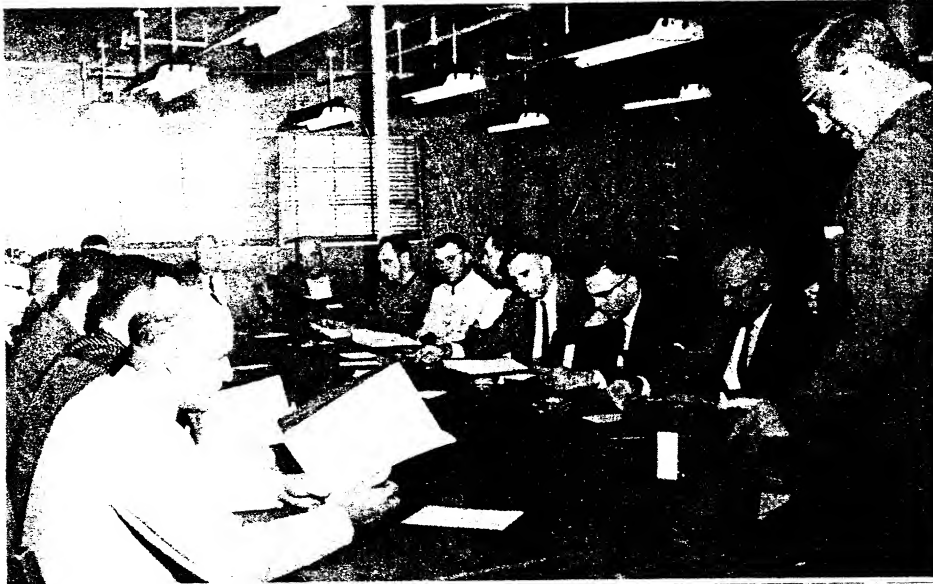
$\frac{1}{2}$ cup candied orange peel
 Scald milk. Add sugar, salt and shortening. Cool to lukewarm. Measure water into a large mixing bowl (warm, not hot, for active dry yeast; lukewarm for compressed yeast). Sprinkle or crumble in yeast; stir until dissolved. Add lukewarm milk mixture, eggs and grated orange peel. Stir in half the flour. Beat until smooth. Stir in candied orange peel. Add remaining flour and turn out on floured board. Knead until smooth and elastic. Place in greased bowl and rub top with shortening. Cover; let rise in warm place, free from draft, until doubled in bulk, (about 1 hour). Shape into two loaves; place in greased loaf pans 9 x 5 x 3 inches. Cover; let rise in a warm place, free from draft, until doubled in bulk (about 1 hour). Bake at 375 degrees about 35 minutes. While still warm frost with sugar frosting and decorate with candied cherries and nuts.

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Conference Program for Salaried Employees Each Division of Company Being Discussed



A special management conference program aimed at providing increased understanding of our company's organization and objectives was begun in October under the direction of Gordon Armbruster, organization and planning director.

The program is being attended by 190 salaried employees from all levels of management. They are divided into 11 smaller groups which meet every two weeks in the Personnel Building conference room. Twenty or more sessions of 1½ hours each will be held for each group and all divisions of the company will be informally discussed, with division and department heads as discussion leaders.

Following this program, it is planned to have similar programs on topics such as what a supervisor's job involves and personnel policies and practices.

Members of one of the discussion groups are shown in the picture above. Clockwise around the table are Ed Sporkman, Loren Simmons, Chet Sloan, Carl Siefken, Cliff Van Dorin, Lawrence Smith, Ray Stober, Harry Wallis, Miles Shields, Dale Thompson, Bernard Delmer, Herb Sirois, Bob Stein, Floyd Campbell, Frank Wallis and Gordon Armbruster.

Service Anniversaries

- 30 YEARS —
 Josephine Bihn.....Plastic Fab
- 25 YEARS —
 Richard Rudd.....Occupancy-G
- 20 YEARS —
 Rosaline Menke.... Gen. Adm. Oper.
 Malcolm Evans.....Molding
- 15 YEARS —
 Geneva Lewis.....Plastic Fab
 Roy Neal.....Laboratory
 Paul Holterhaus.....Maintenance
 Joseph Reichelt.....Molding
- 10 YEARS —
 Mary Bales.....Plastic Fab
 Linus Johnson.....Occupancy-G
- 5 YEARS —
 L. Darlene Davis.....Legal
 Anna French.....Plant No. 3
 John P. Gamble.....Sales
 Wallace Jones.....Salesman
 Rolland Hancock.....Tool & Die

Christmas Party Set for December 12

Employees of the Pen Point Department are in charge of this year's annual Christmas party for employees and their families, which will be held at the Clubhouse on December 12, starting at 7 p.m. Entertainment will be featured by the usual visit of Santa Claus and a program by the Bucknell Marionettes of Cedar Rapids, according to co-chairmen Pat Bray and Norma Rude. There will also be door prizes.

Other Pen Point Department employees on the committee are Bob Gibbs, MC and music; Fred Strunk, ushers; Midge Daugherty, candy; Charlotte Paschal, Millard Paschal and Mabel Edlen, door prizes; Mary Spiekermeier, gifts; Lorena Wilcox, publicity, and Maryann Fraise, decorations.

Funds for the party are furnished by the Activities Committee.

"Little Women" is Praised In Letters from Viewers

Our first television spectacular, "Little Women", was enjoyed by a large majority of viewers, if letters to the company are an indication. In a sampling of 20 of the first letters to arrive, all but three writers praised our sponsorship of this type of family entertainment. Their combined opinion: the show provided a refreshing change from the violence and sameness of westerns, mysteries, etc.

"Little Women" was seen by Australian viewers on December 3. The filmed telecast was sponsored by our Australian subsidiary.

Office Employees Plan Party for County Home

Employees on the fourth floor of the general offices are in charge of this year's Christmas party for residents of the Lee County Home. The party is an annual project for Sheaffer employees.

The co-chairmen, Elton Fler and Tom Frantz, have announced that gifts will be distributed to residents of the home on December 14. Arrangements for entertainment have been made by the Public Relations Department. Several Aquinas High School students will furnish musical selections.

Funds for the annual party are provided from the Community Chest drive.